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CITY OF FILLMORE DOWNTOWN SPECIFIC PLAN

PREPARED FOR THE CITY OF FILLMORE

BY

MAINSTREET ARCHITECTS AND PLANNERS
STEPHANIE LAWSON CONSULTING
EPT LANDSCAPE ARCHITECTURE

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MARCH 1994

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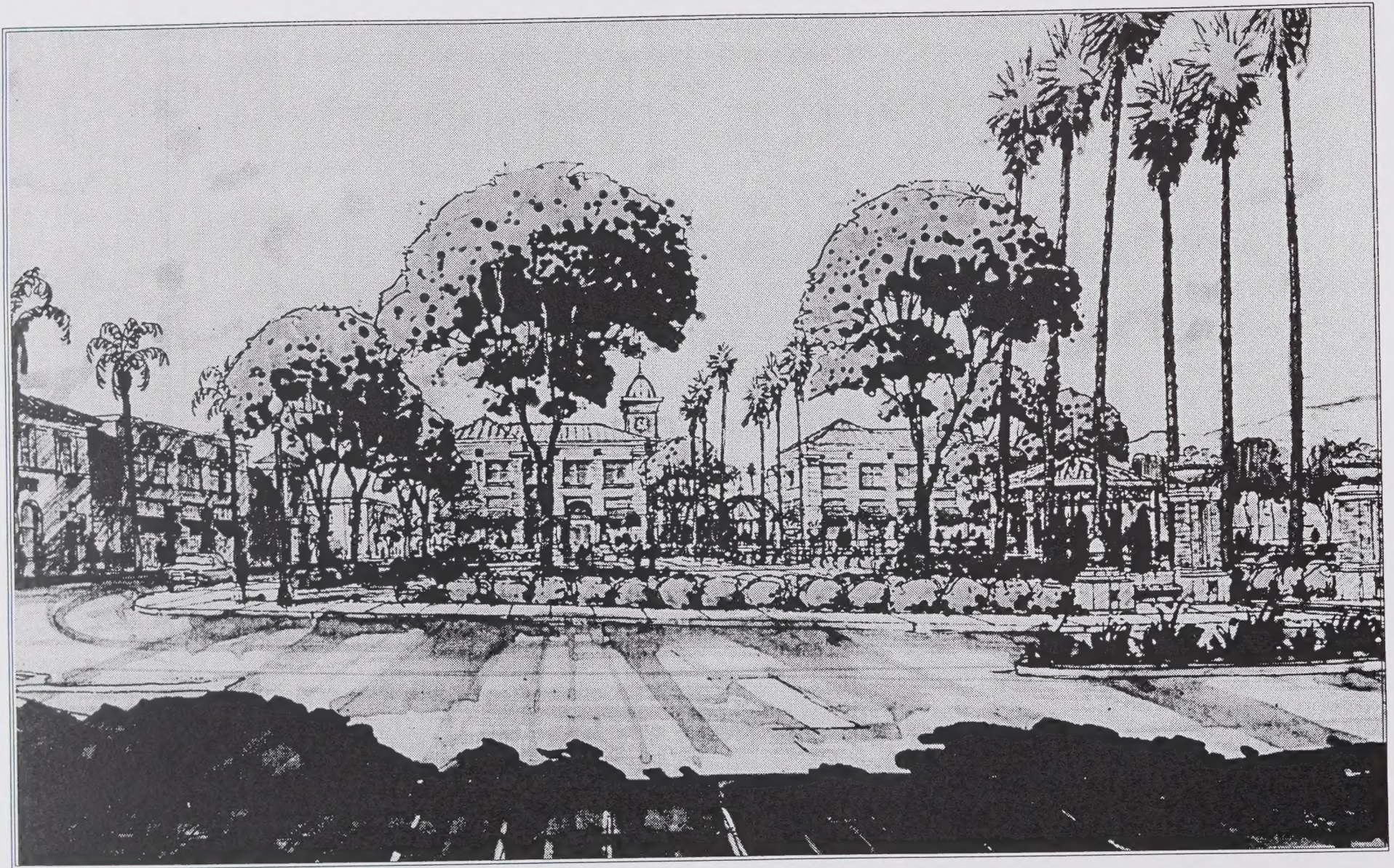
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**A VISION FOR DOWNTOWN FILLMORE:
A NEW TOWN SQUARE AT CENTRAL PARK**



“THE LAST BEST SMALL TOWN IN SOUTHERN CALIFORNIA”

Downtown Fillmore is a classic American small town center, as flourished in the 1910's and 1920's. It is a place where both residents and visitors experience a relaxed historic community nestled in the rural Santa Clara Valley.

This Downtown Specific Plan is designed to retain and strengthen the Downtown's existing desirable qualities. Fillmore has an intimate, small town character that is clearly distinct from other Southern California cities. Fillmore's railroad and citrus industry heritage, the traditional Central Park, its pedestrian-oriented shopping area and historic buildings provide a strong and positive character that is to be protected and enhanced.

This Specific Plan, in combination with a City and downtown business sponsored marketing plan, will establish a foundation upon which to attract tourists and residents to seek amusement, services and specialty shopping within the entire Central Business District.

The marketing plan would schedule, coordinate and sponsor thematic street fairs, open air markets and other civic events with an emphasis on Fillmore's cultural heritage as well as the historic and future importance of the railroad. These events would enable the entire Central Business District to come alive with tourist and resident activity both day and night. This Specific Plan also provides for additional housing opportunities in the downtown. The resultant lively ambiance would nourish the existing small businesses while creating opportunities from new economic development in such areas as lodging, specialty retailing, and the film industry. This plan will ensure that Fillmore remains the last best small town in Southern California.



CITY OF FILLMORE DOWNTOWN SPECIFIC PLAN

PROJECT CREDITS

PLANNING COMMISSION

Ernest Villegas, Chairperson
Randy Lemons Commissioner
Patricia Smith, Commissioner
Frank Wahl, Commissioner
Ed Jaloma, Commissioner

PROJECT TEAM:

MAINSTREET ARCHITECTS AND PLANNERS

Nicholas Deitch, Principal, Planning
and Urban Design
Curtis Cormane, Design and Graphics
Dao Doan, Design/Public Workshops
Deborah Guthrie, Design/Public Workshops

STEPHANIE LAWSON CONSULTING

Stephanie Lawson Diaz, Land Planning
and Documentation, Public Workshops

EPT LANDSCAPE ARCHITECTURE

Jeff Chamlee, Principal
Andy DeJong, Design and Graphics

The Planning Corporation

Steve Craig, Environmental Impact Analysis
and Conservation Element

HISTORIC PHOTO SOURCES:

The Fillmore Historical Society
The Collection of Philip Serpico
The Ventura County Museum of History and Art

WITH ASSISTANCE FROM:

T & B Planning Consultants
Frank Greco, Principal, Public Workshops
Firouz Tabousi, Design

Economic Research Associates

David Wilcox, Economic and Market Analysis

JB Research

Jill Bentley, Marketing and Tourism Study

ASL Consulting Engineers

Engineering background data

LSA Associates, Inc.

Environmental background data

Duane Eells Design

Graphic Design

On January 17, 1994, the very week that this Plan was to go to hearing, Southern California was rocked by a major earthquake, centered in Northridge. The City of Fillmore sustained substantial damage, affecting some 400 residences and many businesses, including the loss of several key buildings within the Specific Plan boundary. Although the Plan document was essentially complete, we have tried to revisit the text and exhibits to address some of the significant losses, such as the Masonic Temple which stood at the corner of Central and Sespe Avenues. At the time of publication, many of the physical impacts on downtown are yet to be determined. It is recommended that conditions within the Plan Boundary be monitored over time and that this document be modified to correct discrepancies which may arise as the impacts of the earthquake continue to be assessed.

Adopted 3/17/94 RDA Resolution 93-75, 93-76

CITY COUNCIL/REDEVELOPMENT AGENCY

Linda Brewster, Mayor
Roger Campbell, Mayor Pro-Tem
Michael McMahan, Councilmember
Scott Lee, Councilmember
Don Gunderson, Councilmember

PROJECT STEERING COMMITTEE

Richard Gonzales, Chairperson
Michael McMahan
Roger Campbell

Patricia Smith

Shirley Spitler

Dylan Snow

Larry Dunst

Jim Clark

Sylvia Schuster

Dave Anderson

Dorothy Haase

Delores Day

Margaret Yeargen

Ray Wolfe, In Memorium

FILLMORE CITY/REDEVELOPMENT AGENCY STAFF

Roy Payne, City Manager
Tony Perez, Senior Planner
Kevin McSweeney, Assistant Planner

NOTE OF THANKS:

The City of Fillmore and the Project Team wish to extend their appreciation to the many citizens of Fillmore who gave of their time and energy to participate in the Public Workshops which formed the basis for the development of this Specific Plan.



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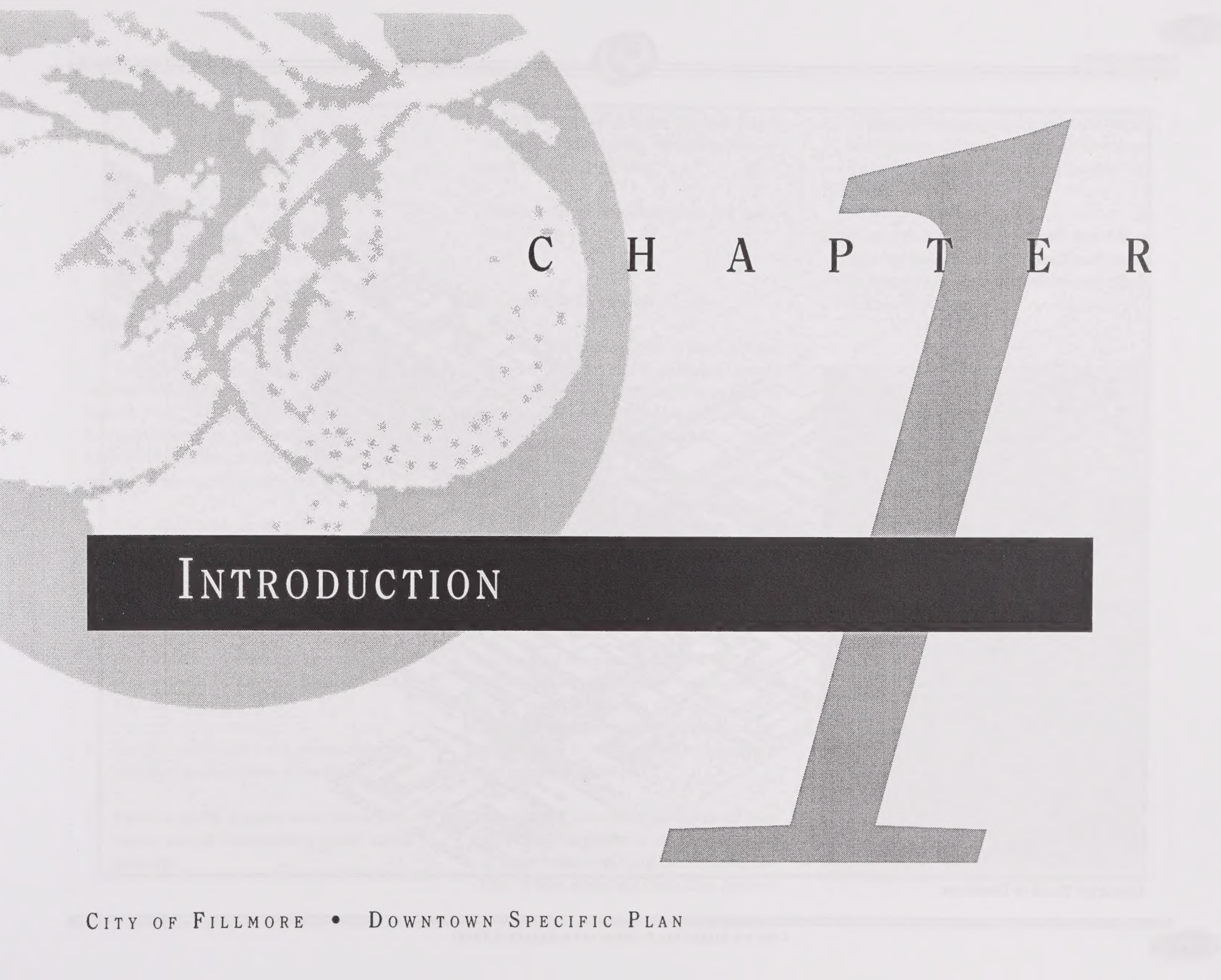
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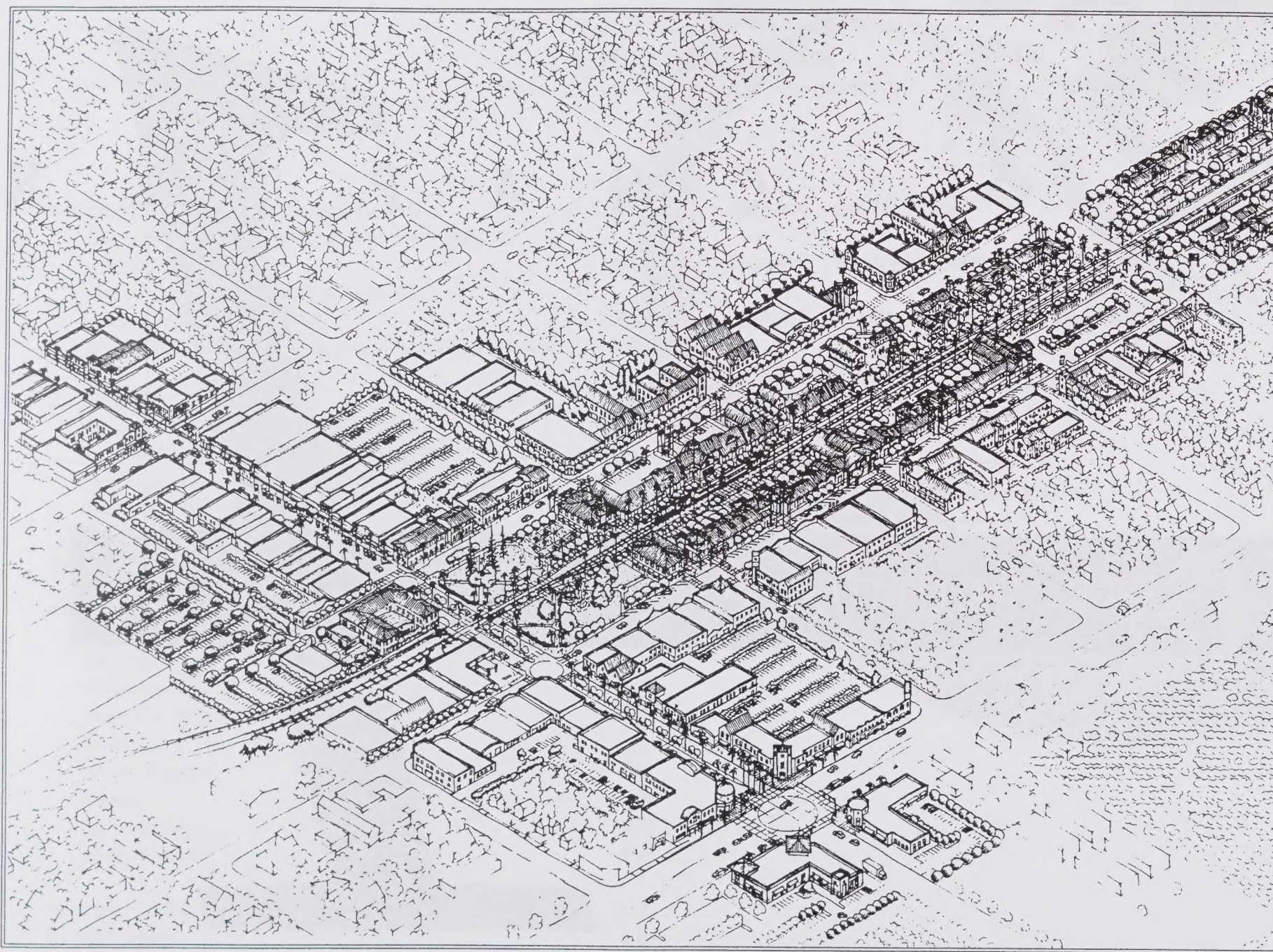
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CHAPTER

INTRODUCTION



COMPLETED VISION OF DOWNTOWN

A

PLAN OVERVIEW

SPECIFIC PLAN GOALS:

The following goals have been developed by the community as the foundation for the Downtown Specific Plan. This was done through a Project Steering Committee and Town Meetings. These goals provide the basis for the strategies and development standards contained in this Plan.

- Protect and enhance the existing small town character of the Central Business District.
- Encourage revenue-generating development that will attract residents and visitors alike.
- Guide new development and renovation to assure a relatedness between individual buildings both new and old.
- Identify opportunities and constraints which will affect the realization of the Plan.
- Provide a yardstick against which future renovations and new development proposals can be measured.

- Provide the opportunity for City and private partnership investments and other development incentive programs.
- Provide housing opportunities in the downtown.

THE COMPLETED VISION:

- The Central Business District is the recognized town center which will be enhanced through implementation of this Plan. The completed vision for the Central Business District includes the following components:
- A condensed, active business center composed of a balanced mix of specialty retail establishments, community-serving businesses and civic uses.
- A lively pedestrian shopping district at the street level.
- An expanded and enhanced Central Park to become the focus of downtown, creating a true town square with open plaza space, park greens, shade trees and historic elements. Development is to be intensified on the properties surrounding the park.
- A continuous and vital retail experience from the Highway northward along Central Avenue to Sespe Avenue and along the adjoining portions of Main Street and Santa Clara Avenue.

- Intensified development at the Central Avenue and Highway 126 intersection, with monumentation to establish a prominent gateway into the downtown.
- A marketing plan to coordinate street fairs, open-air markets and civic events to bring the Downtown alive for visitors and residents both day and night.





A VISION FOR THE RAILROAD PROPERTY:

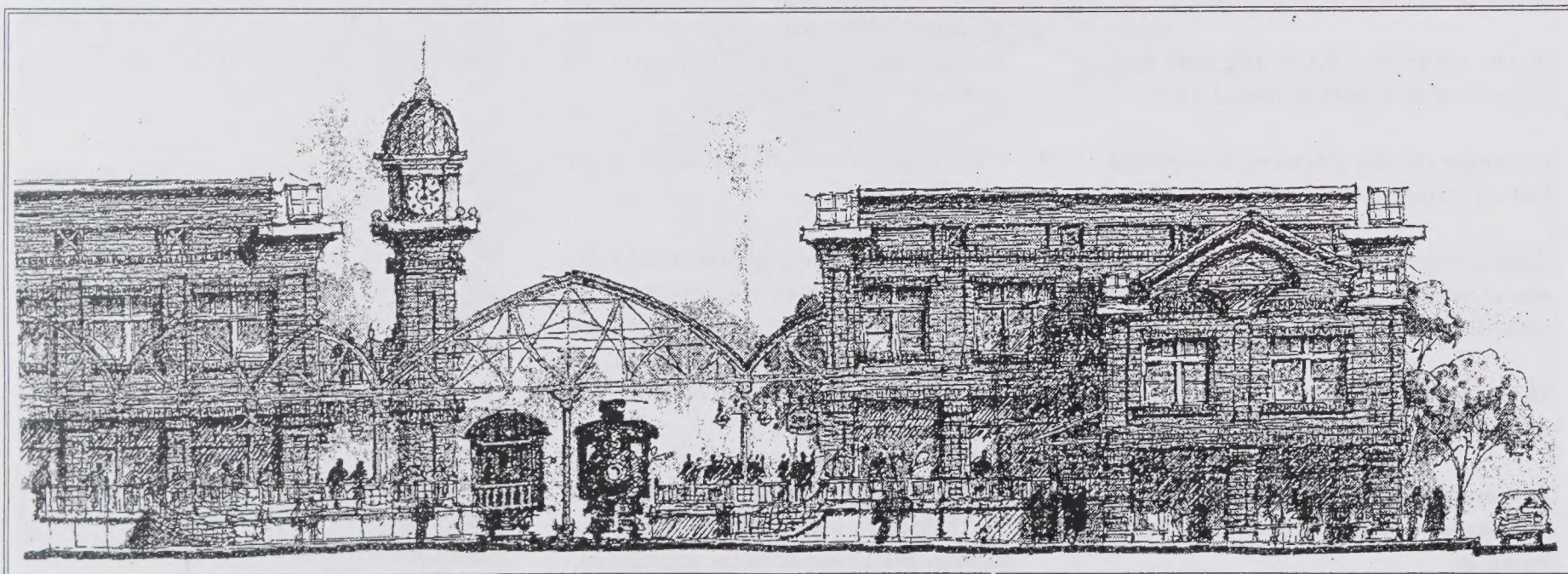
The Redevelopment Agency owns a thirteen acre parcel of land which encompasses the railroad tracks extending into the center of Downtown. This parcel is an important component of the plan for "completing" the Downtown. The Plan calls for comprehensive development of this property with the following components:

- A tourist destination emphasizing the historic and future importance of the railroad.
- A grand "rail station", restaurant and saloon complex with exhibits, ticket booth and an in-

terpretive center which provides an introduction to the Sespe Wilderness.

- A prominent "promenade" along each side of the train tracks which establishes a celebrated gateway and a link from Central Avenue east through the new development to Mountain View Street.
- Retail specialty shops on both sides of the train tracks, along the promenade.
- A dinner train attraction.
- Historic trains on exhibition.

- An historic complex featuring the original Fillmore train depot, a new museum focused on a garden court and other historic buildings.
- A hotel or inn to encourage overnight trips to Fillmore.
- A community commons for a farmers market and festivals.
- A performing arts theater.
- Housing opportunities for seniors and/or first-time home buyers.



CONCEPT SKETCH: "RAILROAD PROMENADE"

FIGURE 1.2



CONCEPT SKETCH: RAILROAD PROMENADE

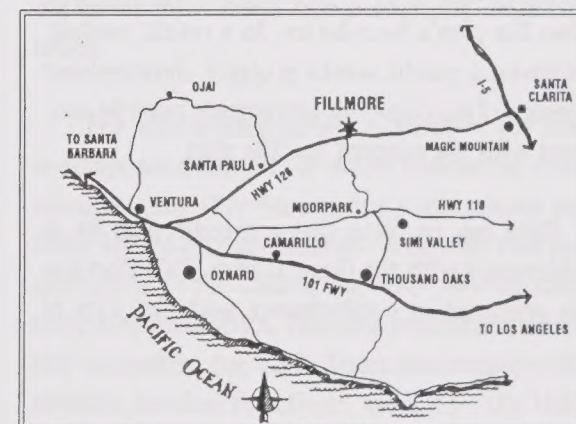
FIGURE 1.3

FILLMORE'S REGIONAL SETTING

Fillmore is located in the temperate Santa Clara Valley, halfway between the cities of Santa Clarita and Ventura, on State Hwy 126. Fillmore is approximately 70 miles north of Los Angeles, and within an hour's drive of the densely populated San Fernando Valley (Figure 1.4).

AREAS SURROUNDING THE DOWNTOWN:

The areas immediately adjacent to the Central Business District are not a part of the Specific Plan. However, the Environmental Impact Report for this Plan provides a general analysis of these areas for future amendments to the General Plan or Specific Plan. These areas are envisioned to accommodate a variety of developments which support, but do not compete with, the downtown including mixed use, residential, office, industrial and highway commercial uses.



FILLMORE'S REGIONAL LOCATION

FIGURE 1.4



B

THE PURPOSE OF THIS DOCUMENT

LEGAL AUTHORITY

Section 65450 of the California Government Code grants Fillmore the authority to prepare a specific plan for any area covered by the General Plan to establish systematic methods for implementation of the General Plan.

The primary effect of a specific plan is the establishment of a clear and detailed plan for a specific area. Conventional zoning is replaced with detailed development requirements of the specific plan which best meet the needs of the specific area within the plan's boundaries. As a result, zoning, subdivisions, public works projects, development projects and development agreements must be consistent with the adopted specific plan.

State law requires that a specific plan be in conformance with the General Plan. This Plan has been prepared in conformance with the City of

Fillmore General Plan, Redevelopment Plan and CBD zone district, to provide a detailed program for the enhancement and completion of the downtown core.

GOALS, DEVELOPMENT POLICIES AND GUIDELINES

The Downtown Specific Plan is a comprehensive policy and regulatory document which provides overall land use and development goals as well as specific development policies and design guidelines for the Central Business District and the thirteen acre Railroad Property.

In this document, Goals are statements which define the overall purpose and objectives of the Plan. Development Policies are mandatory criteria which must be met and Guidelines are advisory standards used as a basis for measuring or comparison in order to provide direction for new or renovation projects.

This Plan provides information and concept plans to remind decision-makers, City Staff and the community of the completed vision. This Plan clarifies the City's expectations and provides property owners and developers with guidelines for future development along with incentives for renovation and new development. This plan is dedicated to enhancing the Downtown through renovations and by attracting new development that will be built to specified standards.

C

THE SPECIFIC PLAN AREA

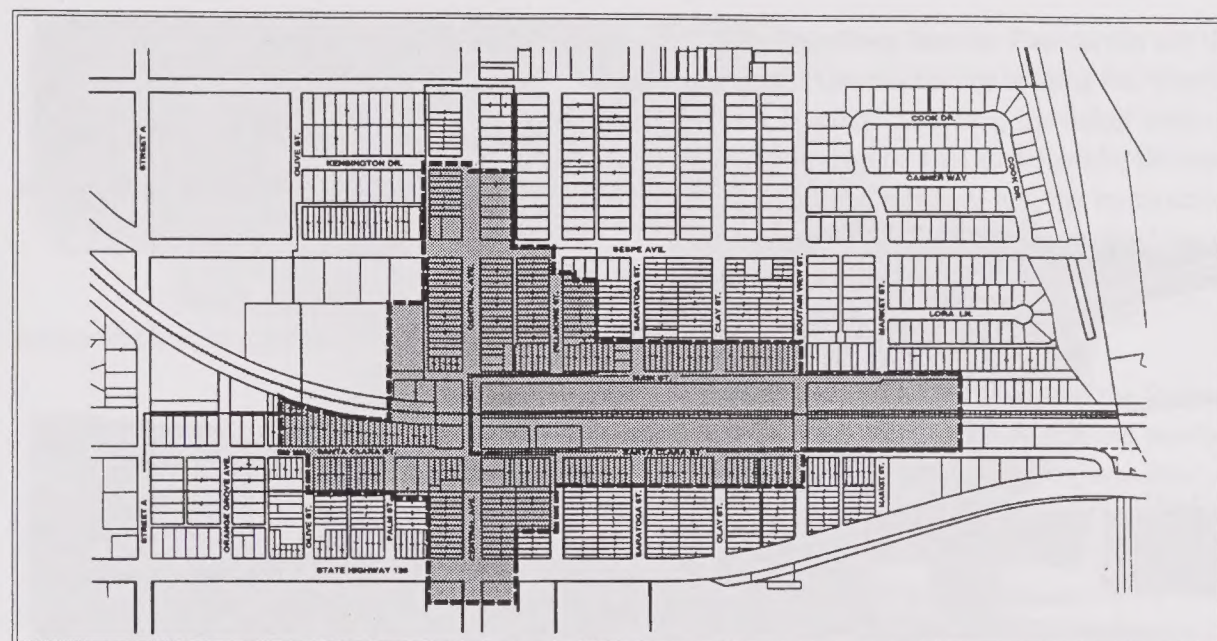
LOCATION AND BOUNDARIES

Just as the City is centrally located along Highway 126 between Ventura to the west and Santa Clarita to the east, the Downtown Specific Plan is centrally located within the City itself. The Specific Plan boundaries are illustrated in Figure 1.5. A legal description of the Plan boundaries is on file with the City.

The two areas encompassed within the Plan, as illustrated in Figure 1.6, are 1) the Central Business District, which has been reconfigured by this Plan, and 2) a portion of the Central Business District referred to as the "Railroad Property". This thirteen acre parcel of land was purchased by the Redevelopment Agency from Southern Pacific Transportation in 1990 and is bisected by a 30-foot-wide railroad track right-of-way.

SPECIFIC PLAN SETTING

The majority of the Specific Plan area follows the reconfigured Central Business District boundary. This area generally extends from the Highway



LOCATION AND BOUNDARIES OF THE SPECIFIC PLAN

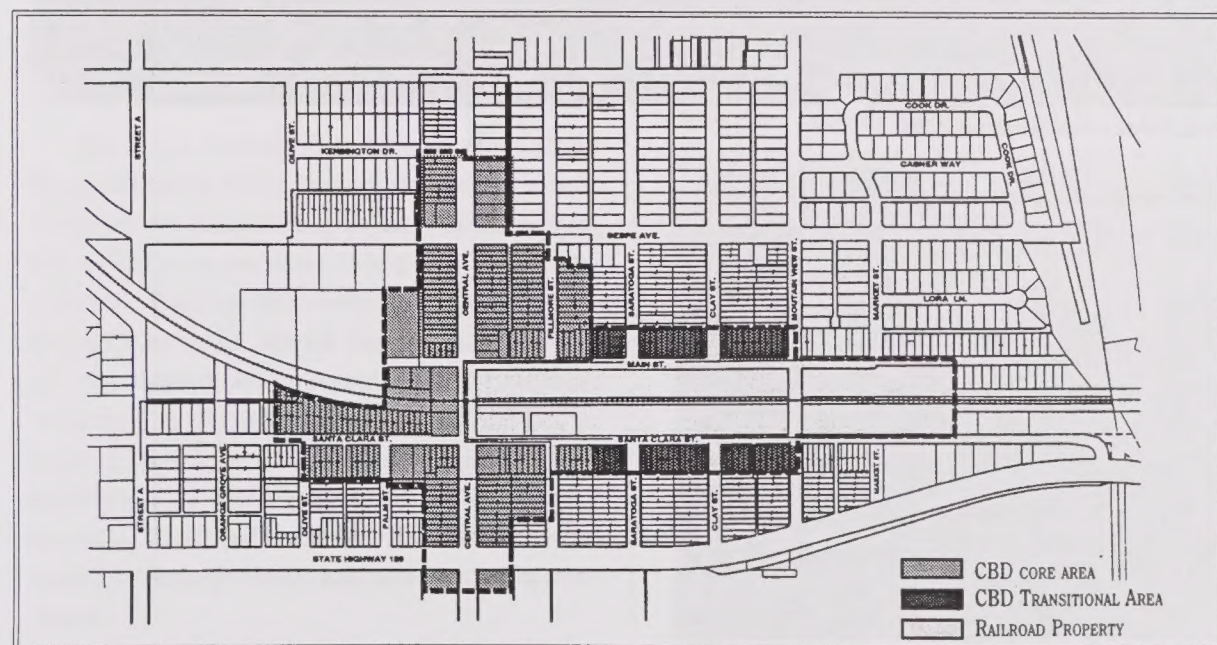
FIGURE 1.5

126/Central Avenue intersection on the south to Kensington Drive on the north and generally includes from one to three blocks to the east and west of Central Avenue including the Railroad Property up to Mountain View Street.

The Central Business District consists of the majority of existing downtown businesses, some vacant lots and various residential pockets. Within the CBD is the 13 acre Railroad Property which is primarily vacant with the exception of a limited number of short-term leases to various businesses and a longer-term lease to Shortline Enterprises. Shortline provides trains and related equipment to the movie industry, and promotes special railroad-related events such as the dinner train, rides and tours.

The area outside the Railroad Property and Central Business District consists of active industrial uses, highway-oriented and neighborhood serving commercial uses, city government facilities and numerous types of housing. This housing varies from stable to transitioning neighborhoods.

The area located generally north of the Plan is composed primarily of stable residential communities, the City library, the high school and other school-related facilities. A notable area just north-west of the CBD is the Sespe Avenue commercial office district. This area provides commercial support to the CBD. There are mainly community service functions such as City Hall, doctor's offices and banks with on-site parking



THE MAJOR COMPONENTS OF THE SPECIFIC PLAN AREA

FIGURE 1.6



facilities. This area serves as a transition from the more intense CBD activities to the less intense residential land uses located to the north and west.

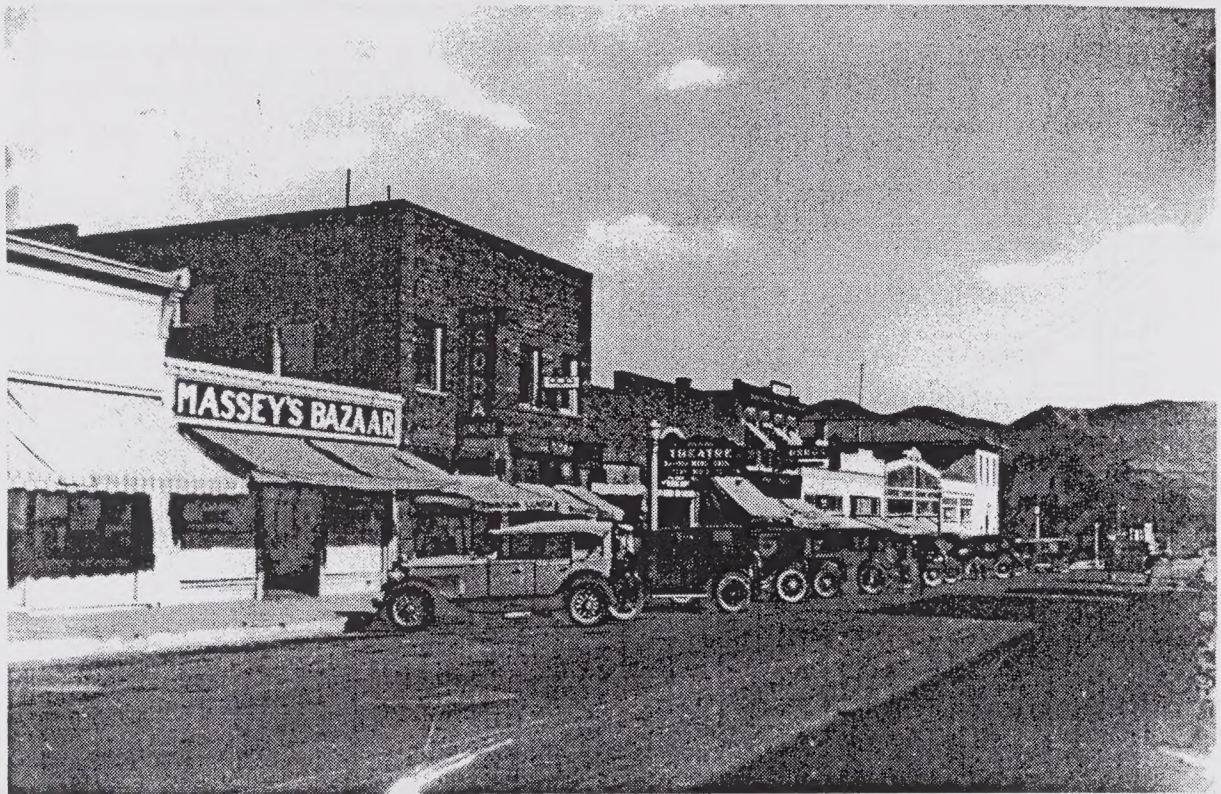
The area to the west transitions from traditional and older style residential development to more contemporary housing, and land uses to the east are primarily agricultural in nature. About 15 acres of orchards and underutilized or vacant land southwest of downtown have been reserved for a proposed community shopping center, and the orchards southeast of this core area are planned to be developed as additional residential neighborhoods.

D

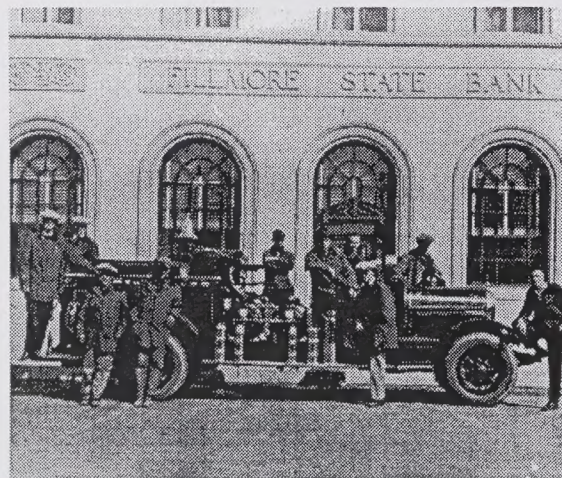
ENVIRONMENTAL COMPLIANCE

An Environmental Impact Report was prepared for the Downtown Specific Plan which assessed the potential for environmental impacts associated with the build-out of the Central Business District and the Railroad Property. This document is on file with the community development department

This document is available under separate cover from the City Community Development Department.



CENTRAL AVENUE LOOKING SOUTH, ABOUT 1920.



FILLMORE'S VOLUNTEER FIRE DEPARTMENT, c1920



E

CONSISTENCY WITH PLANS AND POLICIES

The goals, policies and guidelines of this Plan are tools for implementing the Fillmore General Plan and Redevelopment Plan by tailoring the policies of these plans for this particular area. Specifically, this Plan is in conformance with the City's established objectives as follows:

GENERAL PLAN/ZONING ORDINANCE

The City's General Plan calls for the Central Business District (CBD) to cater to commercial uses which are not dependent upon high traffic volumes and visibility, as compared to Highway 126. It recommends that the CBD continue to be the center for specialty retail, service businesses and offices and not compete with the uses along the Highway corridor. The General Plan recognizes the importance of the CBD as the community center and acknowledges its specialized role in the commercial life of the City. The Plan further recommends rejuvenation through visual and structural improvements.

This Downtown Specific Plan carries out the vision in the General Plan by refining the "Central Business District" boundary, providing development standards and design guidelines for the renovation of existing buildings and the construction of new developments and providing a plan for public improvements including streetscapes, Central Park enlargement and entry monuments.

The plan for the development of the Railroad Property with a quality tourist-oriented development will also contribute to the "rejuvenation" of the CBD as called for in the General Plan.

The City's Zoning Ordinance contains a "CBD" zone district which is established to provide for community and tourist commercial needs. The zone is principally intended to be used as Fillmore's business center where a wide range of specialty retail establishments as well as service businesses that serve the residents as well as visitors to the area. The development standards associated with this zone establish appropriate street level uses and building design to ensure a pedestrian-oriented, lively and diverse commercial district. This Plan carries out the intent of the CBD zone district through the many goals, policies and guidelines which direct the location, type and extent of both private and public development projects.

REDEVELOPMENT PLAN

Fillmore's Redevelopment Area encompasses all of the Specific Plan area. The Redevelopment Plan authorizes the Redevelopment Agency to acquire property, construct public improvements, develop property and rehabilitate existing buildings. Also, a portion of all taxes received are to be used for increasing and improving housing for persons of very low, low or moderate income. The major goals of the City's Redevelopment Plan which are carried out in this Specific Plan are as follows:

- Eliminate blighting influences and improve the overall appearance of public and private facilities.
- Provide adequate streets, drainage and pedestrian or vehicular circulation.
- Strengthen commercial functions.
- Provide adequate land for parking and open spaces.
- Strengthen civic, community and cultural functions.
- Preserve architecturally and historically valuable structures.
- Establish and implement performance criteria to assure high quality design and environmental standards.



- The Redevelopment Plan also contains mandatory criteria that new projects must meet:
- Maintain the dignity and sovereignty of existing property owners in the City.
- Maintain the character of the City.
- Enhance historic context of the Community.
- Enhance safety and health of the town.
- Enhance the attractiveness of City buildings and residences.
- Provide adequate housing.
- Enhance opportunities for open space.

The plan for the CBD, as well as the Railroad Property land uses and development concept, encompasses all of the above criteria.

GROWTH MANAGEMENT ORDINANCE

The City's Growth Management Ordinance controls the number of residential units that can be built each year until the year 1999. The amount and type of units are restricted to a rate that currently allow for a total population increase of 198 persons per year, or approximately 65 units per year. This ordinance is being revised to be consistent with the General Plan. Additionally, a Growth Management Element is in preparation to facilitate

implementation of the Growth Management Ordinance. The construction of housing within the Specific Plan area is subject to the requirements of this Ordinance.

A more detailed explanation of consistency with City plans and policies is contained in the Downtown Specific Plan EIR.



CENTRAL AVENUE LOOKING SOUTH, 1993.



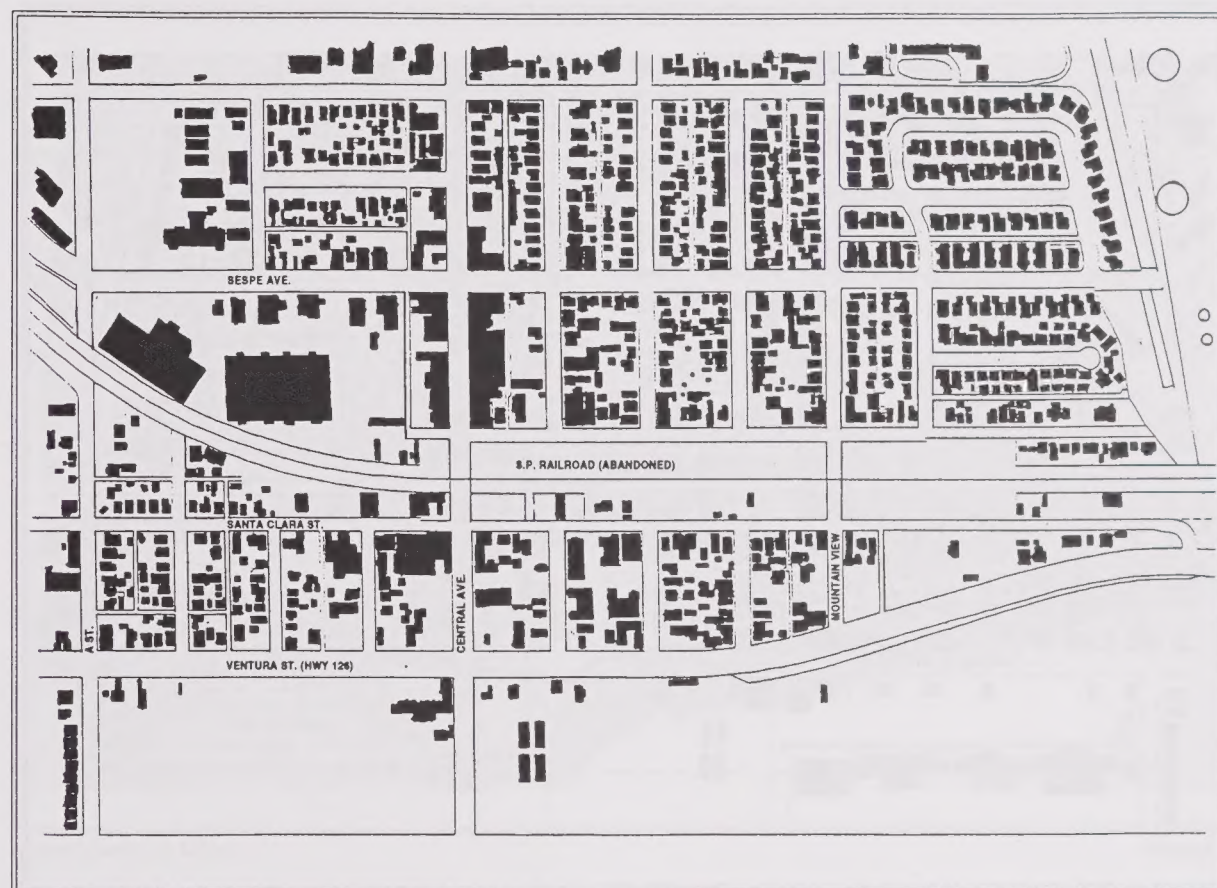
C H A P T E R

OPPORTUNITIES AND CONSTRAINTS



Prior to developing the Downtown Specific Plan, an analysis, entitled "Opportunities & Constraints Summary Report", was compiled in December 1992. (This report is incorporated by reference and is on file with the Fillmore Community Development Department.) The summary report focused on the Central Business District and the Railroad Property and examined the following issues:

- Existing land uses.
- Zoning and general plan designations.
- Current ownership patterns.
- Circulation and roadway capacity.
- Environmental conditions.
- Utility availability.
- Two special use programs: operation of an amusement/dinner train and establishment of an historic museum complex.
- Existing and anticipated market and economic conditions.



EXISTING BUILDING PATTERN

FIGURE 2.1

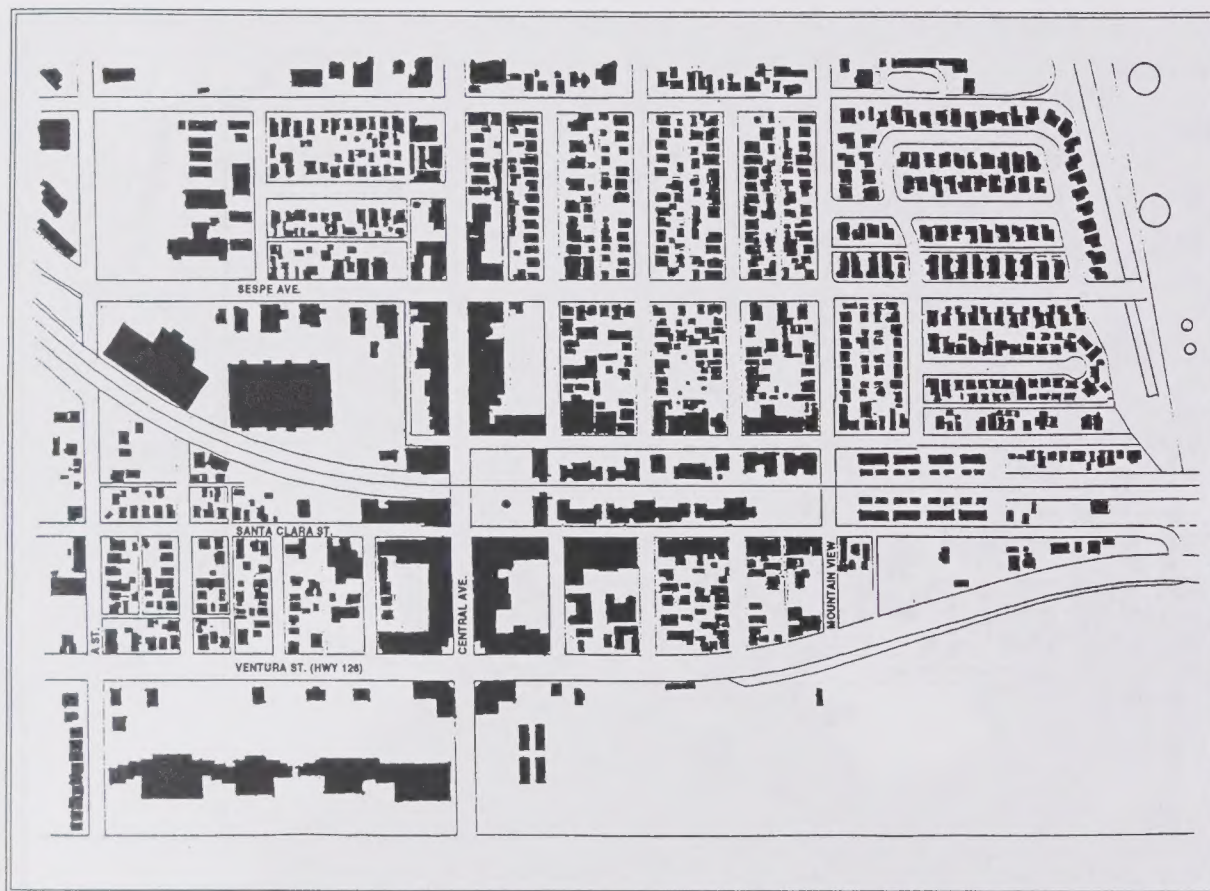
LAND USE AND ENVIRONMENTAL CONDITIONS

The analysis uncovered few restraining factors relative to the planned growth of the Downtown Specific Plan Area. Specifically, the report found the following information relative to the Downtown and the Railroad Property:

Downtown - There is not a strongly consistent pattern of related land uses or structure types

within the CBD along Central Avenue and surrounding the Railroad Property. This area is interspersed with various commercial, residential and industrial uses. As illustrated in Figure 2.1, many lots in the areas off Central Avenue are underdeveloped or vacant. Also, many structures in this area are in need of renovation. Figure 2.3 illustrates a land use analysis of existing conditions.

A noticeable gap in development occurs on Central Avenue at the railroad right-of-way. The



POTENTIAL BUILDING PATTERN

FIGURE 2.2

highest concentration of commercial structures and uses occurs on Central Avenue from Main Street to Sespe Avenue. The opportunity presented in this Plan is to complete the building pattern in the CBD by closing the gap on Central Avenue at the railroad tracks and encouraging in-fill and renovations on surrounding properties and extending south on central to Ventura Street. The potential "completed" building pattern is illustrated in Figure 2.2.

The Northridge Earthquake has resulted in substantial loss of buildings within the downtown core. There are several lots, many of which are contiguous, which represent an opportunity to develop significant new buildings within the existing historic context. The guidelines in Chapter 4 illustrate the appropriate way to develop buildings which respect the historic building pattern even though they are on parcels which may be substantially larger than the historic norm.

A major factor affecting implementation of this Plan outside of the Railroad Property is the lack of condemnation authority within the Redevelopment Plan. Lacking the power of eminent domain, the City would need to purchase key parcels or work in partnership with private land owners by providing financial or other incentives to modify land uses or renovate structures outside the Railroad Property.

A primary focus for this kind of City involvement will be along Central Avenue between Santa Clara Avenue and Highway 126 and on the south side of the Railroad Property. Existing, relatively large ownership patterns could prove beneficial in facilitating the implementation of Plan goals in this area.

The Downtown has few existing environmental constraints with the need for only minor drainage and circulation improvements.

Railroad Property - The Railroad Property is relatively unconstrained. The site is primarily vacant, with existing uses operating under short-term City leases. A few, minor drainage and circulation improvements need to be undertaken. Although the division of the relatively narrow site by railroad tracks could prove to be a limiting factor in some development scenarios, the Plan employs the rail line as an opportunity by creating land uses and a pedestrian promenade that will work synergistically with the proposed dinner train, railroad station, and potentially, a commuter line.

ECONOMIC/MARKETING CONDITIONS

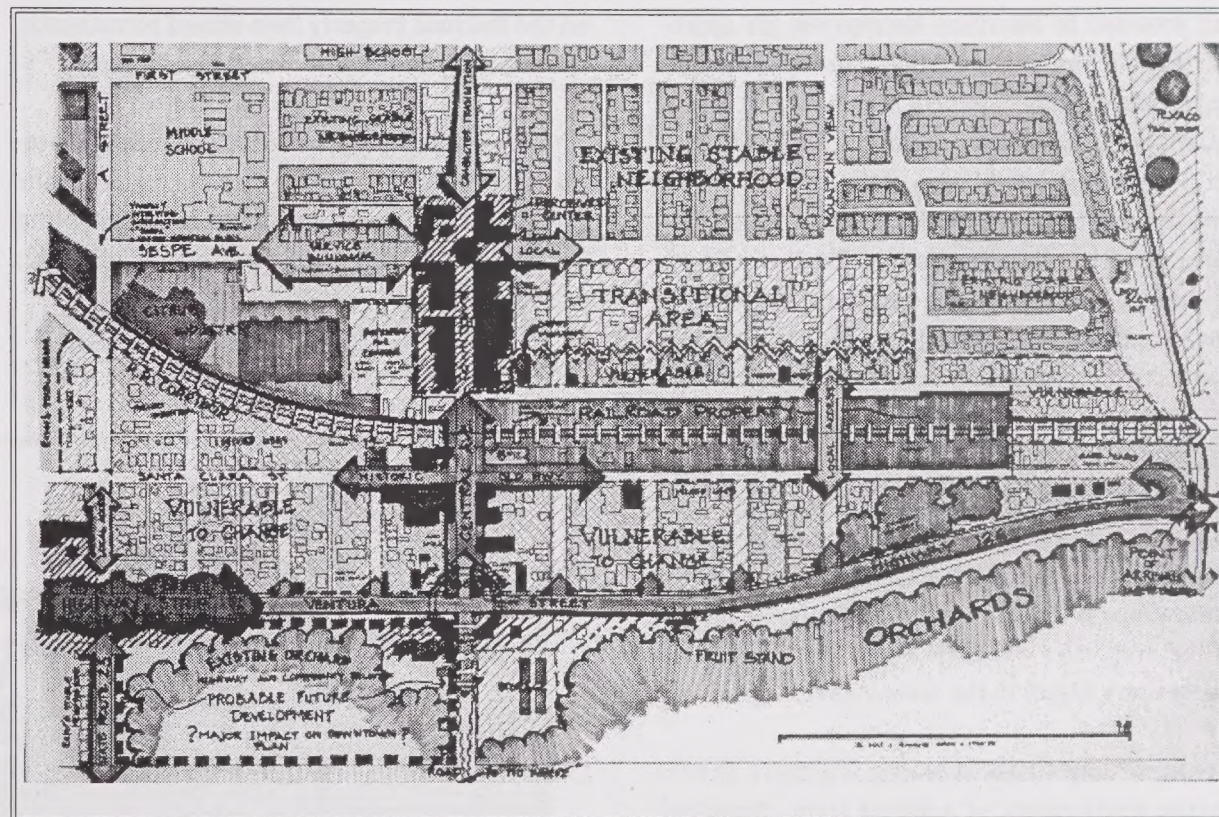
As a part of the Specific Plan process, the City retained Economic Research Associates (ERA) and JB Research Company to prepare a marketing report and an evaluation of tourist attraction potentials.

These reports suggest that Fillmore will grow in size from the current 13,000 to 18,000 in the year 2010. If these estimates are correct, the City will experience increased demand for commercial retail and office space both in the Downtown and along Highway 126.

ERA indicates that although Fillmore currently has a range of 365,000 to 425,000 square feet of existing retail, office and commercial service space, a demand for some 274,500 square feet of new commercial space will occur before the year 2000. After the year 2000, it is possible that an additional 311,000 square feet of commercial space will be needed due to residential population growth.

ERA's principle recommendations for Fillmore are as follows:

Downtown is already of sufficient size and character that it should be retained at about the scale which presently exists.



EXISTING CONDITIONS ANALYSIS

FIGURE 2.3

Downtown should not directly compete with the Highway 126 corridor for the attraction of chain stores and community shopping center uses.

Downtown should concentrate upon the collection and continuing tenancies by a mix of walk-in retail, food and beverage, professional office, and many uses which relate to community communication and to personal services.

Downtown should seek the continuation of healthy, small- and medium-scale businesses

which work together and are complementary to each other.

The majority of in-fill development opportunities are on Santa Clara Avenue west of Central Avenue.

Regarding the Railroad Property, ERA agrees with the community objective to incrementally develop a commercial recreation, regional attraction focused upon the authentic experience of a railroad community. The incentives that the City



has provided to Shortline Enterprises are appropriate. Shortline can operate an effective commercial recreation entertainment attraction that is consistent with the historic use of the Railroad Property. This operation will support the City's economic development objectives by drawing in regional visitors who seek unique experiences. The thematic use of the Railroad Property is complementary to the goal of enhancing the downtown area.

ERA does point out constraints relative to the Railroad Property, including the constricted depth of lots due to the 30-foot railroad right-of-way. Also, to promote residential use on the eastern end of the Railroad Property the City may need to initiate renovation (as well as in-fill with new development) of the properties which lie along Main Street and Santa Clara Street in the same vicinity.

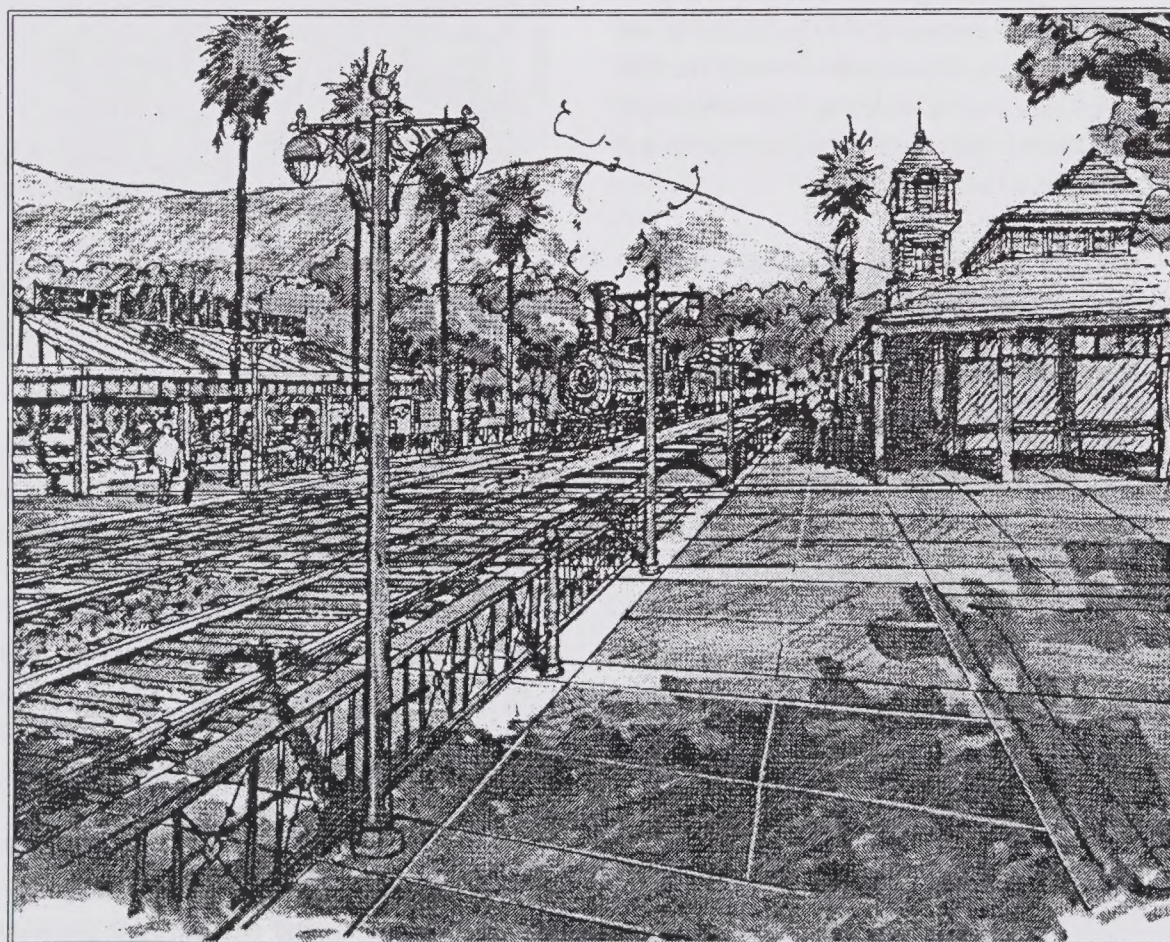
According to JB Research, Fillmore should pursue development of a dinner train, depot and museum attraction; a festival grounds and an interpretive center for the Los Padres National Forest. Based upon the research conducted, supportable attraction development in Fillmore could include the following:

Interpretive Center: Los Padres National Forest Interpretive Center to be located on the Railroad Property or near Sespe Creek, where access could be provided directly from Highway 126, the proposed amusement train and by horse and bike trails. As an alternative not addressed in the evaluation, a smaller interim center could be constructed

on the Railroad Property then moved permanently to the Sespe Creek site.

The center's program would include state-of-the-art exhibits, interactive displays, nature trails and interpretive walks and programs highlighting the condor sanctuary, the Sespe River, wildlife, fish and game, etc.

Festival Grounds: A three- to four-acre festival ground offering six to eight major events annually, such as; 4th of July-CHili Cookoff & Roadster Show, a wine festival, Cinco de Mayo Festival, Oktoberfest, a flower festival or a Taste of Ventura County restaurant festival, could be developed on the Railroad Property, at the school property or in a combination of locations. A festival area could be staged on an interim or permanent basis on the



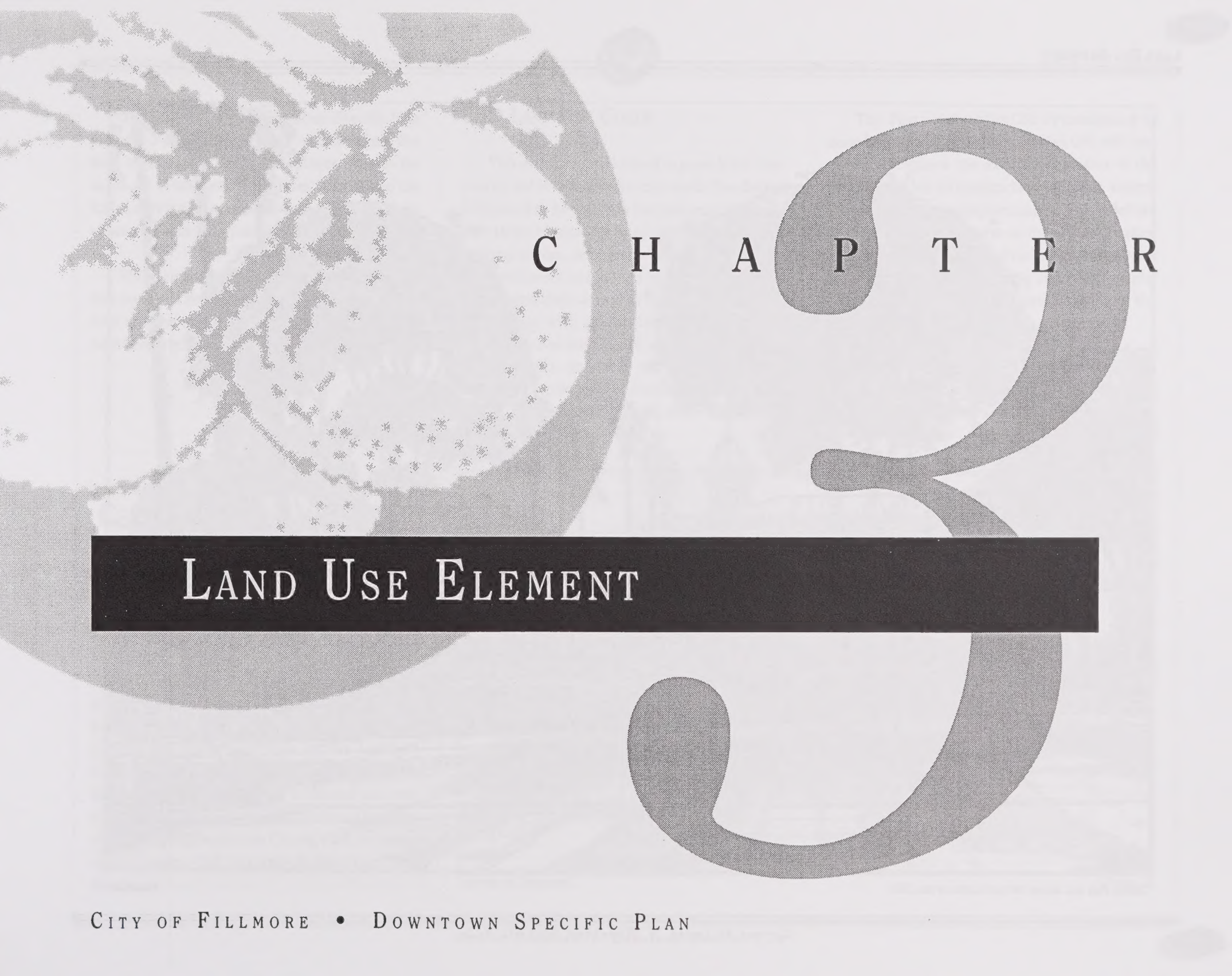


Railroad Property. The need to provide off-site parking and the potential interference caused by the rail tracks and train operation need to be addressed.

Dinner Train/Depot/Museum: An 8,000-square-foot depot/museum constructed in association with the Short Line Enterprises, Ltd. movie/dinner train could be located on the railroad site.

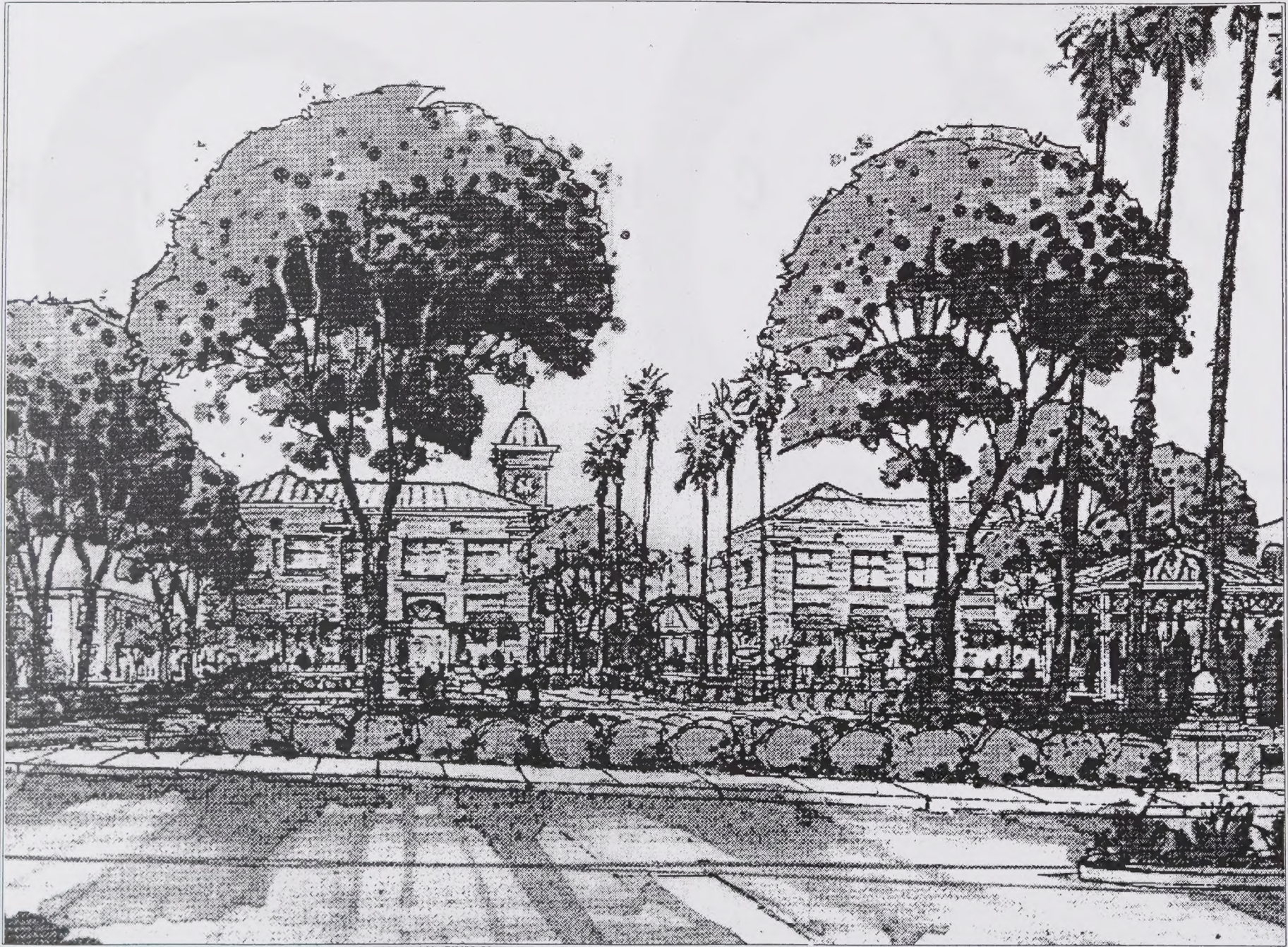
In response to this information, the Downtown Specific Plan provides for build-out of approximately 145,000 to 245,000 square feet of additional new commercial development in the Central Business District including a railroad theme-oriented commercial development on the Railroad Property.





CHAPTER

LAND USE ELEMENT



CENTRAL PARK WILL BECOME THE TRUE CENTER OF THE CBD.

FIGURE 3.1



This element of the Downtown Specific Plan provides a detailed “road map” which defines the land uses, zoning, and development policies for build-out of the Central Business District and the Railroad Property in order to ensure orderly development of both public and private projects.

This element contains two major sections. The first section is devoted to the Central Business District and the second section focuses on the Railroad Property.



CENTRAL BUSINESS DISTRICT (CBD)

LOCATION AND BOUNDARIES

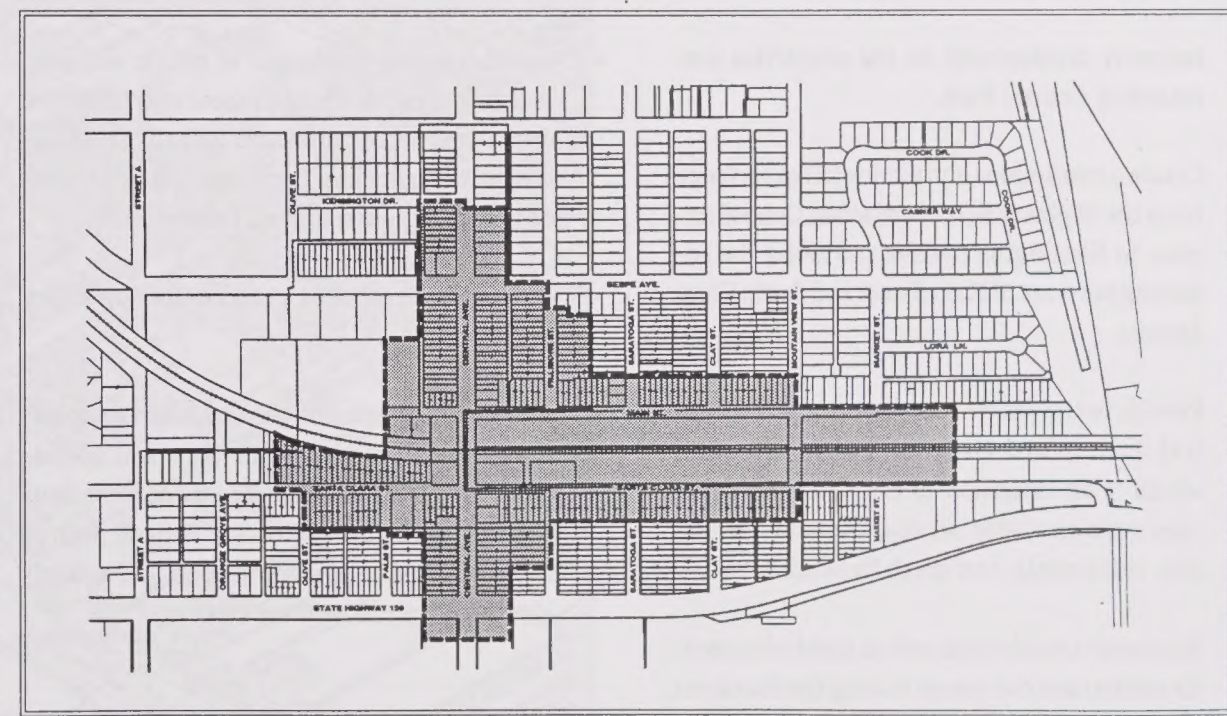
The Central Business District boundary is condensed and reconfigured by this Plan. The new CBD Boundary generally extends from the Highway 126/ Central Avenue intersection on the south to Kensington Drive on the north and generally includes from one to two blocks to the east and west of Central Avenue including the Railroad Property which runs east-west from Central Park to a point approximately 650 feet east of Mountain View Street.

CBD LAND USE GOALS

This district is established to provide for community and tourist commercial needs. The district is intended to be used as a business center where a wide range of specialty retail establishments, professional offices, community services and community institutions are located to serve the residents of the community as well as visitors to the area. In conjunction with appropriate commercial uses, residential uses are allowed as a secondary use. A priority of this district is the establishment and support of street level commercial uses that will ensure a pedestrian-oriented, lively and diverse commercial district.

This Plan redefines the CBD by condensing its boundaries and establishing policies that will support and enhance the existing character of the downtown core in conjunction with the central Business District Zoning Ordinance. This redefined CBD will continue to serve as the central location for specialty retail, commercial office, restaurant, theater, night clubs and public and governmental service uses within Fillmore. Specific goals for the CBD are as follows:

- Maintain, promote and enhance the small town character of downtown Fillmore as a draw for both residents and tourists.



LOCATION AND BOUNDARIES

FIGURE 3.1



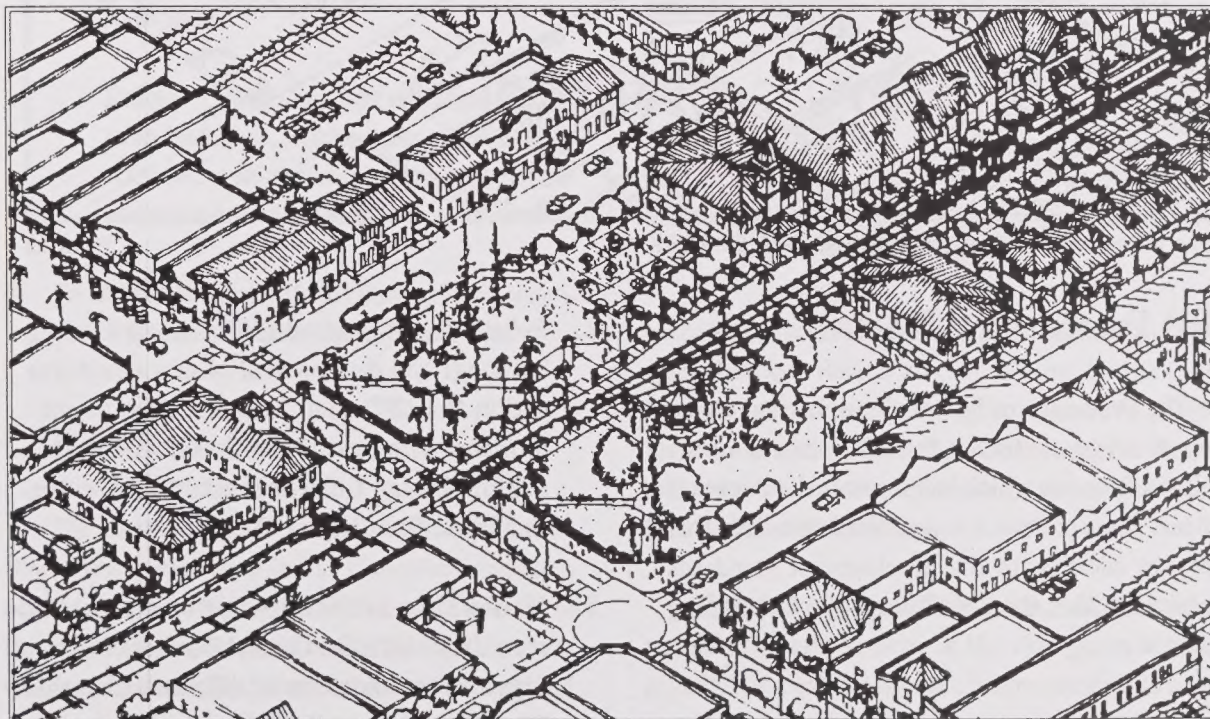
- Condense the CBD to form a distinct area along Central Avenue from Highway 126 to Kensington Avenue in order to maximize the opportunity for CBD uses without creating too large of a commercial base.
- Establish Central Park and the immediately surrounding area as the "center" of the CBD. Figures 3.2 and 3.3 illustrate this concept.
- Provide a mix of specialty retail establishments, community-serving businesses and civic uses to serve both residents and visitors.
- Provide a lively pedestrian shopping district at the street level.
- Intensify development on the properties surrounding Central Park.
- Create a continuous and vital retail experience from the Highway northward along Central Avenue to Kensington Avenue and along the adjoining portions of Main Street and Santa Clara Avenue.
- Provide for intensified development at the Central Avenue and Highway 126 intersection which is an extension of the CBD, including uses such as visitor serving commercial, hotels, restaurants, and specialty retail.
- Encourage special events such as street fairs, open-air markets and civic events to bring the downtown alive for visitors and residents both day and night.
- Retain important historic structures such as the Fillmore State Bank, Masonic Temple and Farmers and Merchants Bank, which are listed as Ventura County Landmarks. Ensure that the buildings are refurbished, maintained and occupied with viable, downtown uses.
- Relocate the original Fillmore Depot, which is listed as a Ventura County Landmark to the Railroad Property, if feasible, and continue its operation as an historic museum.
- Provide for a civic facility within the CBD to house relocated City governmental services such as administrative services, police and fire, planning, health and safety.
- Encourage the relocation of public services, such as the public library, school district offices or the post office to the area immediately adjacent to Central Park, creating a public service/civic complex surrounding Central Park.
- Promote a streetscape program for the entire CBD.
- Establish a prominent gateway into the downtown through intensified development and establishment of an entry monument to be constructed at the intersection of Central Avenue and Highway 126, which will announce and celebrate the entrance to the CBD.
- Rehabilitate and refurbish where feasible, existing commercial and residential structures through City-supported incentive programs for facade and landscape improvements.
- Retain the existing unreinforced masonry buildings on Central Avenue, wherever feasible and prioritize monies for their rehabilitation.
- Promote mixed land use in two-story, residential-over-retail or office-over-retail development along Main and Santa Clara Streets, adjacent to the Railroad Property to contribute to the day/night activity in the CBD.
- Provide a transition from the downtown core to the surrounding neighborhoods along Main Street and Santa Clara Avenue that is compatible with the tourist commercial uses on the Railroad Property.



CBD LAND USE DESIGNATIONS, PERMITTED USES AND DEVELOPMENT POTENTIAL

The goals listed above are implemented through the General Plan and Zoning designation of Central Business District "CBD" which applies to all parcels within the CBD boundary.

The permitted uses and development standards are those outlined in the City Zoning Ordinance for the CBD zone district. This zone district promotes a pedestrian-oriented commercial environment by requiring ground floor retail uses, buildings that are located on the front property line and



CENTRAL PARK WILL BECOME THE TRUE CENTER OF DOWNTOWN FILLMORE.

FIGURE 3.2

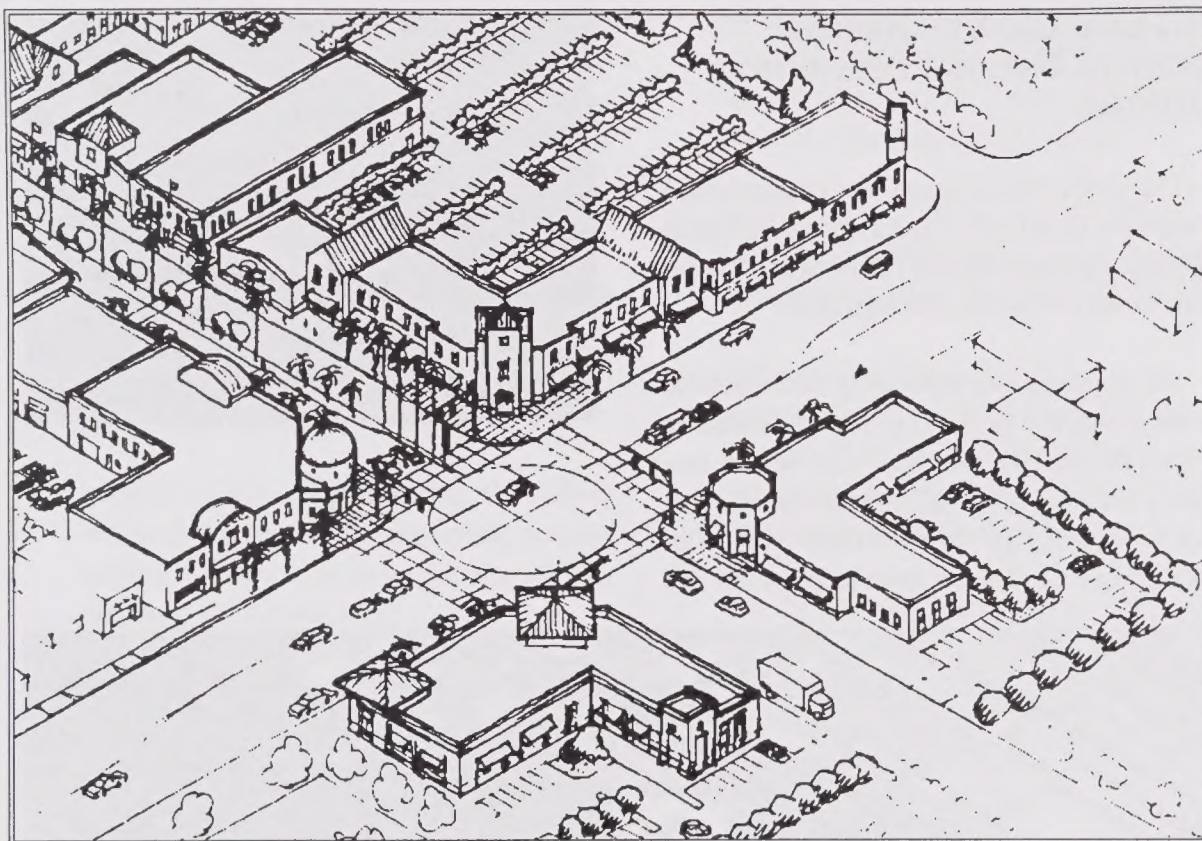


parking that is located to the rear of development, preferably in public parking lots.

A CBD Transition Area surrounds the Railroad Property. Main Street and Santa Clara Avenue from the west side of Saratoga Street to the west side of Mountain View Street should function like the downtown core but feel like a neighborhood. This area is differentiated to allow for a less formal separation of uses and a required front setback to provide for yards, landscaping, front porches/stoops which provides a residential character.

The new growth potential for parcels within the new CBD area has been calculated assuming that all underutilized and vacant parcels would build-out to the maximum two story potential as allowed in the CBD Zone. The new development potential for the CBD has been identified, and analyzed in depth in the EIR document. The predicted worst case new development potential is approximately 605,638 square feet.

This EIR document is available for review at the City's Community Development Department.



GATEWAY TO DOWNTOWN: THE INTERSECTION AT CENTRAL AVENUE AND HIGHWAY 126

FIGURE 3.3

CBD DEVELOPMENT POLICIES

The Development Policies listed in this section apply to all properties in the CBD, excluding the Railroad Property which has separate development policies. These policies are *mandated* standards that apply, in addition to the development standards contained within the CBD Zone of the City Zoning Ordinance.

1. Refurbishment and rehabilitation of existing buildings and development of new structures within the CBD shall be undertaken in conformance with Central Business District Architectural Design Guidelines established within this Plan. (See Chapter 4).
2. All new signs in the CBD shall be designed in accordance with the Central Business District Sign Design Guidelines established within this Plan. (See Chapter 4).

3. All new and renovated development shall conform with the Design Guidelines established within this Plan. (See Chapter 4).
4. Landscape or wall buffering of parking lot/loading areas shall be incorporated into project design to minimize aesthetic impacts.
5. For the security and safety of future users, development applicants and/or developers shall incorporate the following design concepts into site plans:

Circulation for pedestrians, vehicles, fire safety and police patrols;

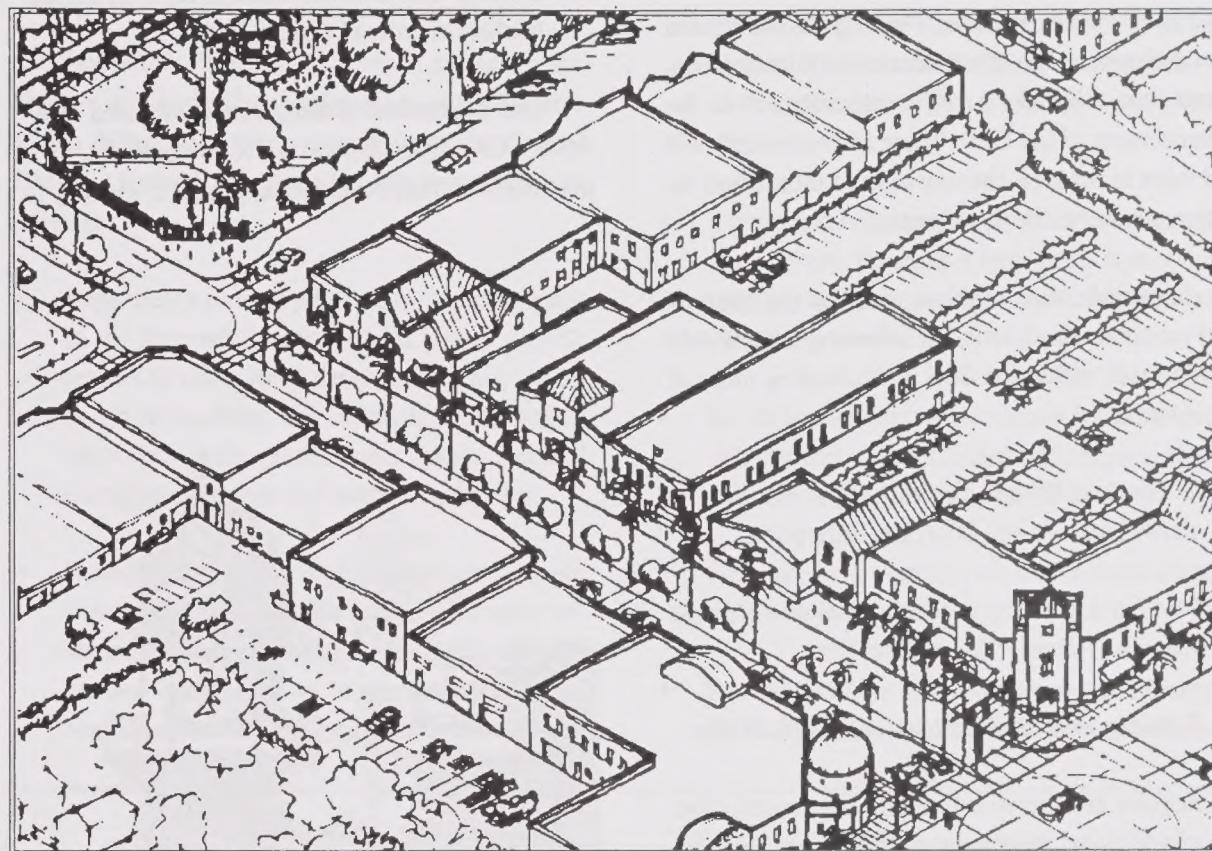
Lighting of streets, walkways, public or common areas;

Design of plazas, building entrances, pedestrian walkways, windows, fences and landscape areas in a manner that appropriately addresses security needs.

6. All utilities shall be installed underground, whenever economically and physically feasible.

CBD PHASING PLAN

The expansion and enhancement of Fillmore's Downtown as expressed in this Plan is anticipated to occur over a twenty year period. The enhancement of the CBD and development of the Railroad Property will require flexibility, as well as periodic review and monitoring. This flexibility may be required because

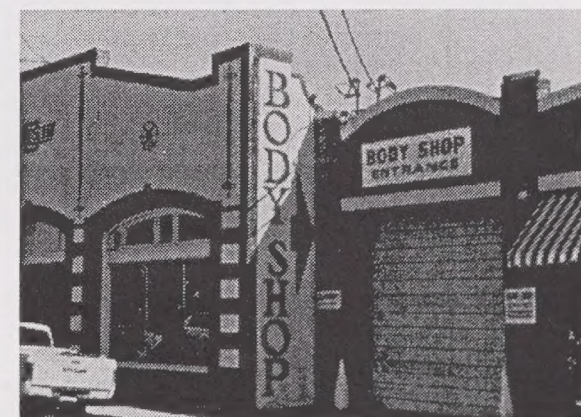


DEVELOPMENT IS ENCOURAGED ON CENTRAL AVENUE.

FIGURE 3:4

of changing market demands or modifications to planning strategy. Review and monitoring by the City, however, will ensure that progress is made in a logical and efficient manner that does not exceed financial resources or place undue stress on necessary infrastructure and facilities.

This phasing plan outlines an approach Fillmore should undertake to achieve the Plan goals. A high priority is the establishment of improvements to support the relationship between existing and future





CBD uses and the Railroad Property theme-related uses, followed by the construction of public improvements that will make a visible commitment to the enhancement of the CBD. These improvements will add value to the area, thereby laying a foundation for future private sector investment.

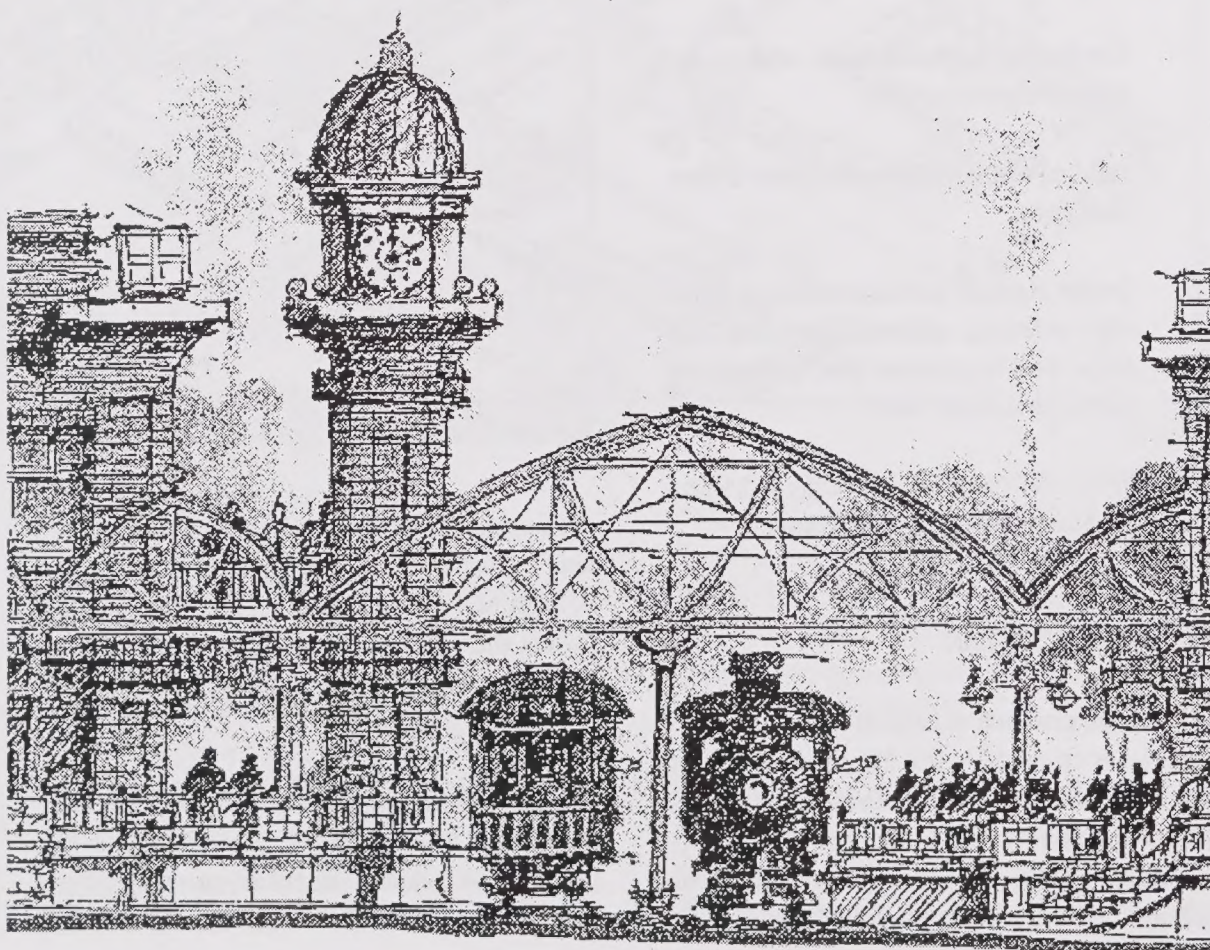
In consideration of these priorities and the current economic conditions, the following tasks should be addressed within the CBD in descending order of importance:

1. Support, as feasible, the initial operations of the depot museum and Shortline Enterprises.
2. Develop a gateway monument at the Central Avenue/Highway 126 intersection.
3. Enhance existing downtown parking facilities.
4. Acquire or otherwise facilitate the construction of additional downtown parking areas that will be necessary to enable maximum development of the Railroad Property and the CBD.
5. Facilitate the rehabilitation and redevelopment of the properties adjacent to the Railroad Property; and establish a program for the phased implementation of streetscape improvements within the CBD.
6. Facilitate the redevelopment of Central Avenue, and private properties fronting it, from Santa Clara Avenue to Highway 126.

7. Develop civic facilities adjacent to, or in the immediate vicinity of Central Park.

This generalized phasing plan is intended to assist the City in the application of its resources. It is not intended that developer applicants, wishing to

implement development that is in compliance with the goals of the Downtown Specific Plan, be unduly restricted by this phasing plan.



B

RAILROAD PROPERTY

The Railroad Property portion of this Plan encompasses approximately thirteen acres which border the railroad tracks and which run from east of Mountain View Street to Central Avenue. This property is bounded on the north by Main Street and on the south by Santa Clara Avenue as illustrated in Figure 3.4.

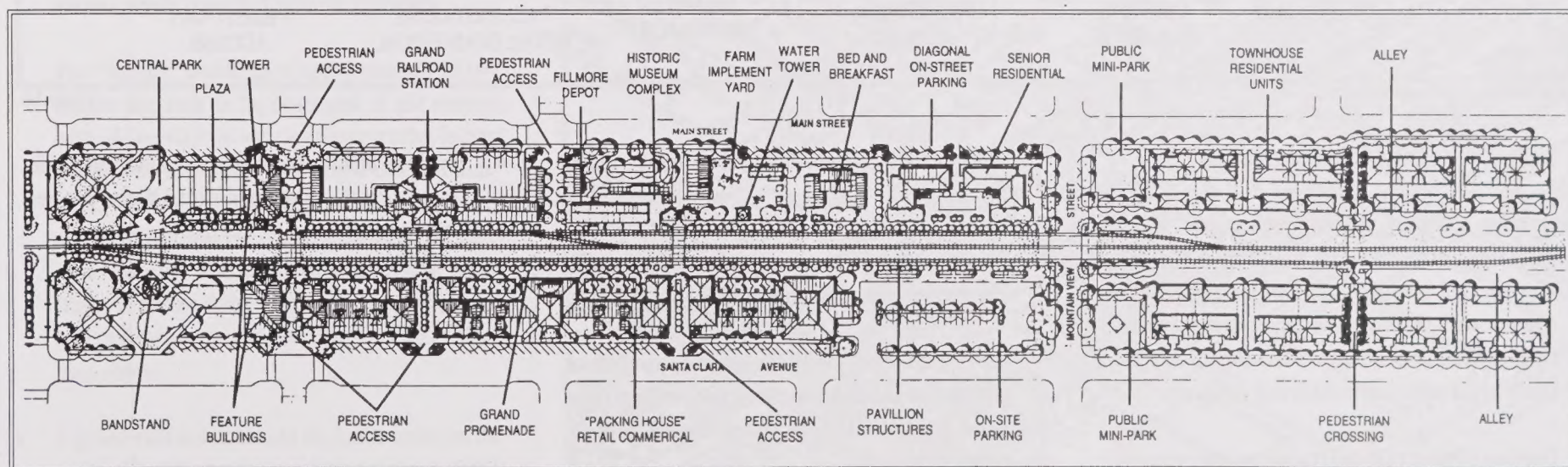
RAILROAD PROPERTY LAND USE GOALS

Under this Plan, this property is subject to distinctive goals, development policies and standards which differentiate the property from the Central Business District. The goals for this property are as follows:

- Implement a concept plan for future development of the Railroad Property which is very specific relative to uses, siting, densities and mix, but allows a certain level of flexibility to accommodate innovative applicant/developer approaches and changing economic and market conditions.
- Establish a comprehensive development program to be implemented by the City as the master developer "directing" a team of individual developers over a period of five to seven years or developed in a shorter time span through transfer of

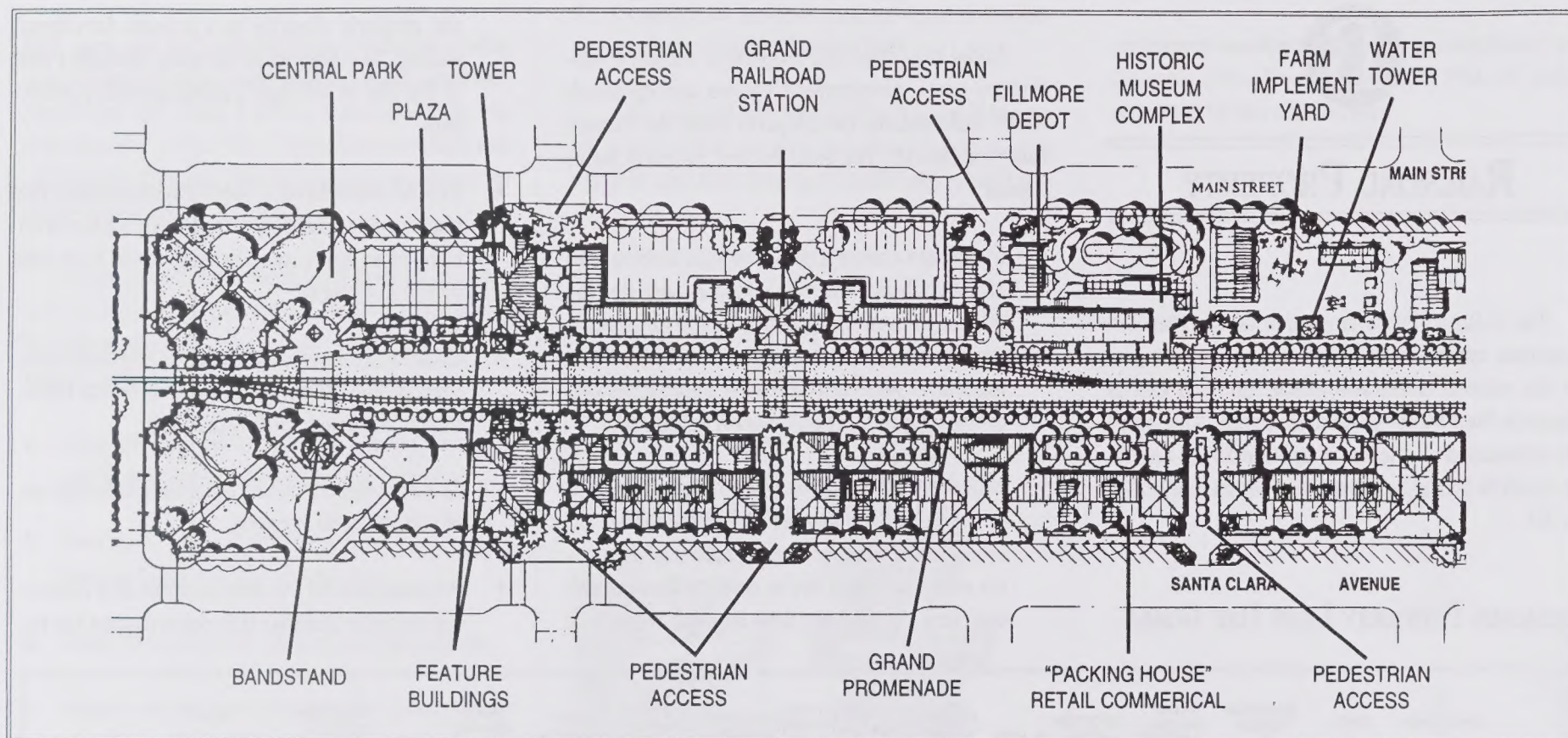
the property directly to a private developer/builder. This transfer could occur through a sale of the site or through a public/private partnership.

- Expand and enhance Central Park to become the town center, creating a true town square with open plaza space, park greens, shade trees and historic elements.
- Establish a dinner train attraction and other commercial uses within the Railroad Property to encourage tourism within the CBD.
- Enhance opportunities for movie industry use of the Railroad Property.
- Provide land for the development of a historical museum complex that could feature the re-



RAILROAD PROPERTY: CONCEPT PLAN

FIGURE 3.5



WESTERN PORTION OF RAILROAD PROPERTY

FIGURE 3:6

located and renovated railway depot.

- Develop a highly visible "promenade" along each side of the train tracks which establishes a celebrated gateway and a link from Central Avenue east through the new property to attract pedestrians, shoppers and diners into activity areas within the Railroad Property.
- Develop a grand railroad station on the property.

- Develop uses that encourage overnight trips to Fillmore.
- Create a community commons for a farmers market and festivals as an interim or long-term use.
- Provide an opportunity for the construction of residential units for seniors and/or first-time home buyers on the eastern portion of the Railroad Property.

- Establish architectural, sign and landscape guidelines to create a unique railroad-theme for new development.

RAILROAD PROPERTY CONCEPT PLAN

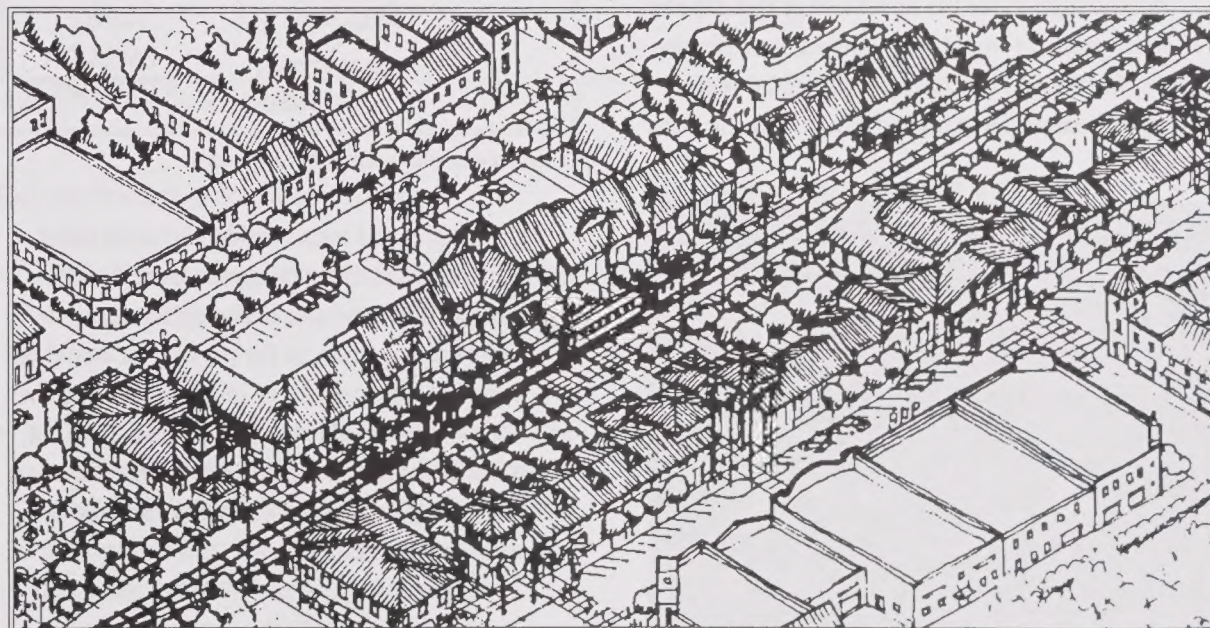
The goals listed above have been embodied in a "Concept Plan" for the Railroad Property. This Concept Plan reflects the community's desire for particular land uses, densities and their locations. This concept is meant to be directive but not mandatory. It is recognized that flexibility will be needed regarding building sizes, locations and uses. This concept plan will be implemented through the Development Policies contained in the next section as well as the Design Guidelines in Chapter 4. The Concept Plan contains the components described below.

WESTERN PORTION OF RAILROAD PROPERTY:

- Central Park to be expanded to the north and east to approximately 1.4 acres, excluding railroad track right-of-way, with open plaza space, park greens, shade trees and historic elements.
- Two "feature" buildings of approximately 12,000 square feet each to be developed at the eastern edge of Central Park with architecture that is consistent with the CBD Architectural Design Guidelines. These buildings would serve as a gateway and entry features between the CBD and the Railroad Property. It is anticipated that these buildings will be two stories and house specialty retail and restaurant uses on the first floor with office uses above.
- A grand railroad station to be constructed on the north side of the tracks, consisting of about 12,000 square feet and featuring a waiting room, a ticket booth, exhibit space, a restaurant and a saloon. This use would support the dinner train.
- Promenade specialty retail uses would be developed in the area on the south side of the tracks between Fillmore and Clay Streets. This could include approximately 52,000 square feet of specialty retail, which could include an in-door farmer's market, arts and crafts sales and studios, boutique, a bookstore, a coffee shop, restaurants, a specialty market, or a performing arts theater of approximately 6,800 square feet. Approximately 10,000 square feet of this development could be second floor office use.
- A historical museum complex to be developed that could feature a relocated and renovated railway depot and other historic buildings along with a garden, fountain and/or plaza. This complex would utilize approximately one-half acre of land between Saratoga and Clay Streets. It is expected that the Fillmore Historical Society would own and operate the complex as a museum.



FILLMORE DEPOT ABOUT 1900.



WESTERN PORTION OF RAILROAD PROPERTY THEME DEVELOPMENT



1. 88,000 square feet of railroad station, specialty retail, office, restaurant and entertainment uses.
2. Three quarters of an acre of museum/historical uses.
3. 6,500 square feet of lodging/bed and breakfast uses.
4. A 5,000 square foot Railroad Roundhouse and associated Railroad Turntable.
5. Residential density shall not exceed 15 units per acre unless bonus density is granted per the Zoning Ordinance standards.

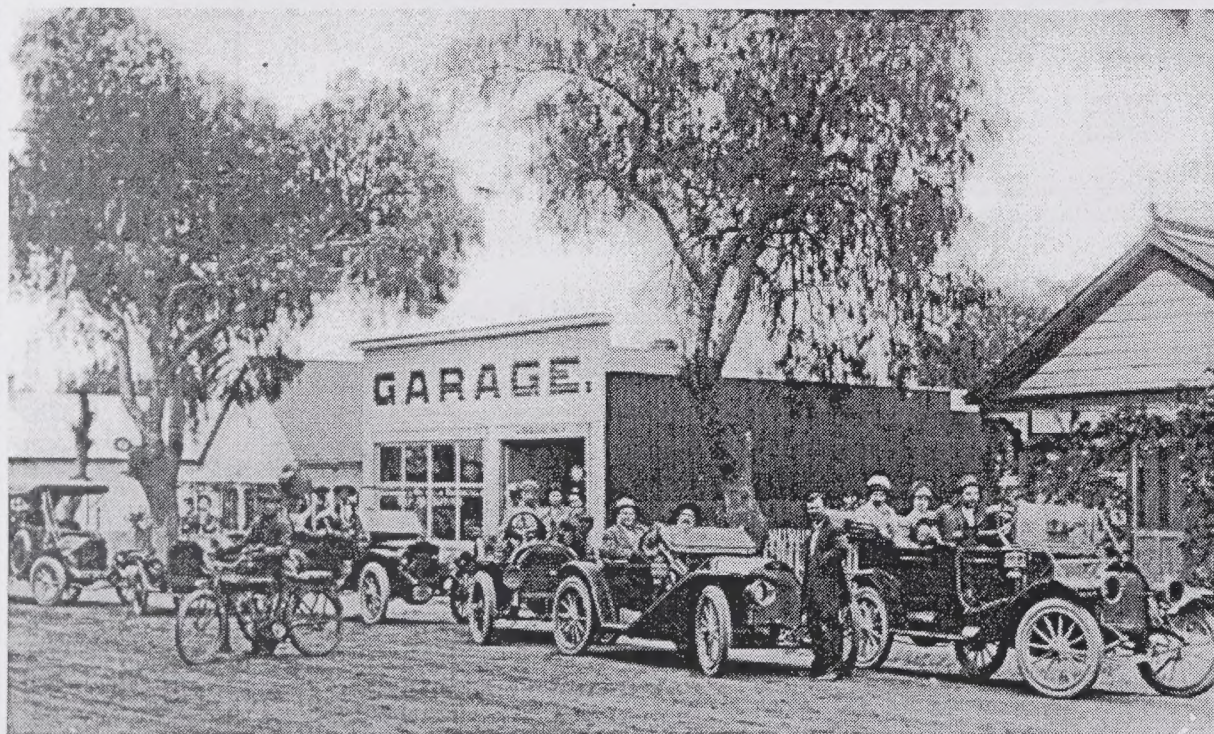
RAILROAD PROPERTY DEVELOPMENT POLICIES

The policies listed in this section of the Plan are mandatory for all development on the Railroad Property. If it is desired to modify the *mandatory* policies, a Specific Plan Amendment would be necessary.

COMMERCIAL DEVELOPMENTS:

1. No setback or build-to lines shall be applicable on the Railroad Property west of Mountain View Street, except as noted below.

2. For the two feature buildings adjacent to Central Park, the westerly "extension" of Fillmore Street shall be the easterly build-to-line requirement.
3. A tower element shall be incorporated into the design of the building located adjacent to Central Park, on the north side of the railroad tracks.
4. The "promenade" along both sides of the railroad tracks shall be a minimum of fifteen feet in width. No permanent buildings, walls or fences, other than protective rails, shall encroach within the fifteen feet, except the tower of the north "feature building", constructed over the promenade with a pedestrian pass-through providing no less than 10 feet clearance.
5. The pedestrian promenade shall either be dedicated public right-of-way or an easement shall be recorded to provide for public use and reciprocal access for all developments along the promenade.
6. Development on the Railroad Property shall emphasize commercial orientation to the promenade at the railroad tracks and access to the promenade. Additionally, development on the Railroad Property shall emphasize orientation to the CBD by providing pedestrian ac-



CENTRAL AVENUE'S WEST SIDE, ABOUT 1910.

cess from surrounding public streets as indicated on the Concept Plan. Some commercial orientation to the public streets is encouraged, in the form of signs, display windows and occasional points of entry in order to assure a welcome and inviting appearance at the development's public street frontage.

7. Service entrances and loading areas shall be screened from views of the public street and the promenade.
8. Any structure built on the south side of the railroad tracks, adjacent to Saratoga Street shall have a prominent "central roof line feature" in-line with Saratoga Street.
9. A public view corridor into the Railroad Property shall be maintained on the north side of the railroad tracks at Saratoga Street.
10. Pedestrian access points shall be provided on the south side of the railroad tracks, at mid block between Fillmore and Saratoga Streets and between Saratoga and Clay Street. The minimum width for these pedestrian access ways shall be ten feet and the maximum width shall be twenty feet.
11. A parking lot accomodating about 70 cars shall be located on the south side of the railroad tracks, near the corner of Santa Clara Avenue and Mountain View Street.



CENTRAL AVENUE'S WEST SIDE, EARLY 1920'S.

12. Park or commons features shall be a required element of new development adjacent to Mountain View Street.
13. Retail specialty shops including restaurants shall be developed on both sides of the train tracks, along the promenade.
14. The historic railway depot, if relocated, shall be placed to the east of the proposed new railroad station.
15. Train maintenance activities, other than routine daily up-keep or filming related cosmetic modifications, are prohibited in any railroad related developments such as a round house or turntable.
16. For interim uses, all non-developed areas of the site shall be covered in turf or other appropriate ground cover and properly irrigated. Interim uses must be maintained and properly controlled on a regular basis. Applications for



interim uses shall be made to the Community Development Department, which shall determine the appropriateness of the use; the term for such use and the conditions under which the use may operate on site.

17. Development on the Railroad Property shall be constructed in conformance with the Railroad Property Architectural Design Guidelines. (See Chapter 4).
18. All signs on the Railroad Property shall be in conformance with the Railroad Property Sign Guidelines. (See Chapter 4).
19. All landscaping and paving shall be in conformance with the Railroad Property Landscape Design Guidelines. (See Chapter 4).
20. Development of public gathering places, plazas, sitting areas and areas for public art shall be included in all new developments.
21. Perimeter and interior landscaping shall be provided to buffer views of parking lot/loading areas to minimize aesthetic impacts.
22. For the security and safety of future users, new developments shall incorporate the following:

Balanced circulation for pedestrians, vehicles, fire safety and police patrols;

Lighting of streets, walkways, public or common areas;

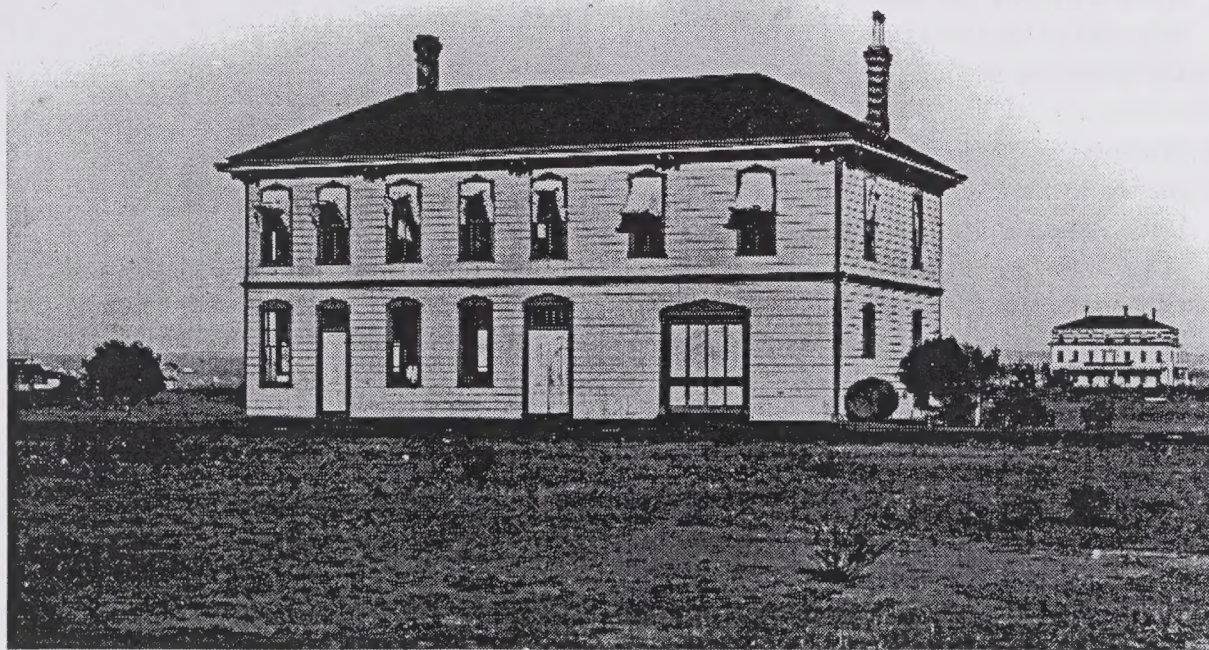
Design of plazas, building entrances, pedestrian walkways, windows, fences and landscape areas in a manner that appropriately addresses security needs.

23. Common areas shall be owned and maintained by an association(s), whose responsibility shall be the maintenance of all common areas, circulation systems and landscaped areas. Such association(s) would be similar in nature to a condominium homeowners association and may be public or private.
24. All new and existing utilities shall be placed underground during project construction,

whenever economically and physically feasible.

RESIDENTIAL DEVELOPMENTS:

1. Townhouse development shall be substantially similar to that illustrated in the Conceptual Plan, Figure 3.8. Development of a differing housing type, such as stacked flats or single family homes, shall not be permitted unless approved by the City through an amendment to this plan.
2. The inclusion of rear-facing garages with access from alleyways is required in order to increase sound attenuation and meet design goals.



A CALIFORNIA RAILROAD BUILDING, LATE 1800'S.



3. Park or commons features shall be a required element of development adjacent to Mountain View Street.

4. For the security and safety of future users, new developments shall incorporate the following:

Balanced circulation for pedestrians, vehicles, fire safety and police patrols;

Lighting of streets, walkways, public or common areas;

Design of plazas, building entrances, pedestrian walkways, windows, fences and landscape areas in a manner that appropriately addresses security needs.

5. All new and existing utilities shall be installed underground during project construction, whenever economically and physically feasible.

RAILROAD PROPERTY PHASING PLAN

The expansion and enhancement of Fillmore's Downtown as expressed in this Plan is anticipated to occur over a twenty-to thirty-year period. The first phase of development is intended to occur within the Railroad Property as described below.

An undertaking of the magnitude proposed by this Plan will require flexibility, as well as periodic review and monitoring. Flexibility is required be-

cause of changing market demands or modifications to planning strategy. Review and monitoring by the City, however, will ensure that progress is made in a logical and efficient manner that does not exceed financial resources or place undue stress on necessary infrastructure and facilities.

This generalized phasing plan is intended to assist the City in the application of its resources. It is not intended that developer applicants, wishing to implement development that is in compliance with the goals of the Downtown Plan, be unduly restricted by this phasing plan.

In consideration of current economic conditions, the City's resources should be directed to the following tasks in descending order of importance:

1. Relocate the Old Depot Building to the Railroad Property.
2. Support the initial operations of the museum and Shortline Enterprises on the Railroad Property.
3. Expand and redevelop Central Park.
4. Acquire or otherwise facilitate the construction of downtown parking areas that will be necessary to enable maximum development of the Railroad Property.
5. In conjunction with No. 3 above, initiate development of the Railroad Property. It is in-

tended that the Railroad Property be developed in three distinct phases over a five to seven year period as follows:

- The first phase should consist of Central Park and initiation of the Grand Railroad Station and historical complex, including the two feature buildings at the eastern edge of the park. This would provide a cohesive first phase development that connects Central Avenue to the Railroad Property. This would also establish Central Park as the western gateway to the Railroad Property development and the museum complex as the eastern anchor.
- The second phase should be development of housing east of Mountain View Street. Given market forces, it is possible that this housing could be developed first.
- The central portion of the property would be developed as a third or last phase and would include a performing arts theater, specialty retail, and a hotel/bed and breakfast inn. Although housing is allowed on this portion of the Railroad Property, it is not a preferred use and is intended to be constructed, if at all, as a final component.

Although the phasing plan for the Railroad Property should be allowed to respond to market conditions, it is intended that the three phases be developed in the recommended order.

CHAPTER

PRIVATE PROPERTY DESIGN ELEMENT



INTRODUCTION AND PURPOSE

The Design Guidelines presented in this Plan have been prepared to address the Central Business District and the Railroad Property. In general, these design guidelines are intended to inform, guide and inspire property development and redevelopment within the Specific Plan area. A basic intent is to encourage good design that is compatible with the existing character of Fillmore as "the Last Best Small Town In Southern California".

A second fundamental intent is to provide property owners, developers and design consultants with guidelines that meet City standards and expectations. It is not the intent of these guidelines to severely restrict individual preferences, ignore economic dictates relative to materials and style, or discourage innovative design or individual expressions.

All proposed structural or facade changes as well as new public or private construction in the Specific Plan area that require the issuance of a Building Permit, are required to be consistent with the Design Guidelines presented in this Plan. It is also required that a Design Professional prepare the plans for facade changes and renovations. A licensed architect is required to prepare plans for all new construction within the Specific Plan area. The process for design review is to be in compliance with the Design Review requirements in the City's Zoning Ordinance.

A

CENTRAL BUSINESS DISTRICT

CHARACTER AND SCALE OF THE CENTRAL BUSINESS DISTRICT CORE AREA

The area comprising Fillmore's Central Business District (CBD) core area was established as the original business core prior to the turn of the century. Originally, the built character of the area was one of healthy commerce, primarily supporting the agriculturally based economy, with a variety of shops, warehouses, banks, mercantiles, and residences emanating from the site of the Southern Pacific Railroad Depot.

The downtown experienced its greatest transition during the 1910's and 1920's as investment and a favorable business climate encouraged construction of a reasonably high caliber throughout the downtown core. Today, except for minor remodeling and storefront alterations, and the addition of public sidewalk and street improvements, the downtown remains virtually unchanged. With rare exception, most of the



TYPICAL CENTRAL AVENUE FACADE, 1993



TYPICAL CENTRAL AVENUE BUILDINGS, 1993

buildings are low-scale, one and two story brick masonry structures on small lots of twenty-five to fifty feet in width. These buildings emphasize their individual storefronts, creating, in effect, a commercial stage set - in which simple rows of box-shaped buildings present grand facades of masonry, tile or stucco, adorned with classic or traditional details, and typically reserving a central or prominent portion of the building fronts for signage. It is the imagery and early twentieth century character of these buildings upon which the Central Business District Design Guidelines are based.



THE PRIMARY DESIGN OBJECTIVES OF THESE DESIGN GUIDELINES ARE AS FOLLOWS:

I. PROMOTE THE IMAGE OF "SMALL-TOWN AMERICA'S MAIN STREET"

Downtown Fillmore can be likened to the classic American small town, particularly as it flourished during the 1910's and 1920's. These guidelines seek to promote and protect this "small town" character within the CBD, establishing design criteria which will allow for the



possibility of more intense development while assuring a relatedness between individual buildings, both new and old.

To this end these guidelines identify the following architectural styles *as appropriate sources of inspiration* for new development within the CBD core area:

- Early 20th Century Civic-Commercial (fig. 4.1)*
- Italianate (fig. 4.2)
- Neo-classical (fig. 4.3)
- Spanish Colonial (fig. 4.4)
- Art Deco (fig. 4.5)

* *This style is similar to the "Railroad Theme" identified by the City of Fillmore's Ventura Street Design Guidelines.*

II. PROVIDE PEDESTRIAN ORIENTED DESIGN

These guidelines reinforce the urban context of downtown Fillmore. Care will be taken to assure that new and renovated projects present the best possible pedestrian environment at street level. These guidelines therefore address street level building design elements which specifically enrich the pedestrian experience and convey the image of high quality urban architecture in a manner compatible with the existing character of the CBD.

III. MANDATE COMMERCIAL FRONTAGE IN THE CBD CORE AREA

Commercial buildings should address the street in a manner which supports and encourages an interaction of building tenants and pedestrians. The building design should allow for individual expression of separate shops, including variation in storefront designs within the same building, window displays and signage, while assuring a degree of conformity in keeping with the building's overall design theme.

IV. PROVIDE COMPATIBILITY BETWEEN THE CBD CORE AND SURROUNDING NEIGHBORHOODS.

A transitional area is created along Main Street and Santa Clara Avenue across from the Railroad Property. Architecture in this transitional area is to be residential in character, reminiscent of those styles found throughout Fillmore and Southern California at the turn of the century. Building design should incorporate traditional elements such as broad eaves, chimneys, stoops, porches, bay windows, and dormer windows.



EARLY 20TH CENTURY CIVIC-COMMERICAL (DESTROYED 1994) FIGURE



ITALIANATE

FIGURE 4.2



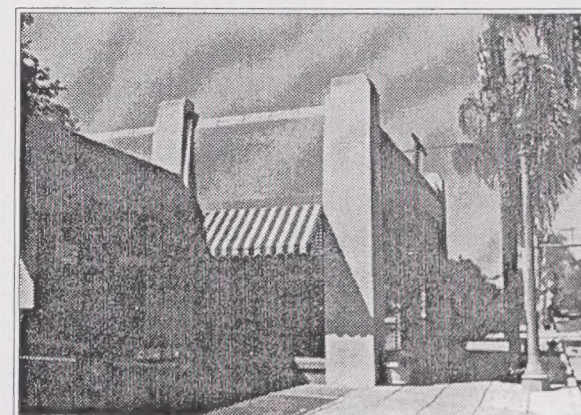
NEO-CLASSICAL

FIGURE 4.3



SPANISH COLONIAL

FIGURE 4.4



ART DECO

FIGURE 4.5

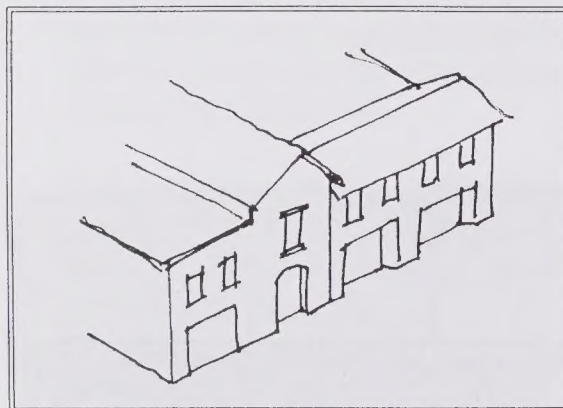


CENTRAL BUSINESS DISTRICT CORE AREA BUILDING DESIGN GUIDELINES

To accomplish the above objectives, these guidelines establish specific design criteria which are intended to guide and direct development within the Central Business District core area. Guidelines for the transitional area surrounding the railroad property are located at the end of this section of the Plan.

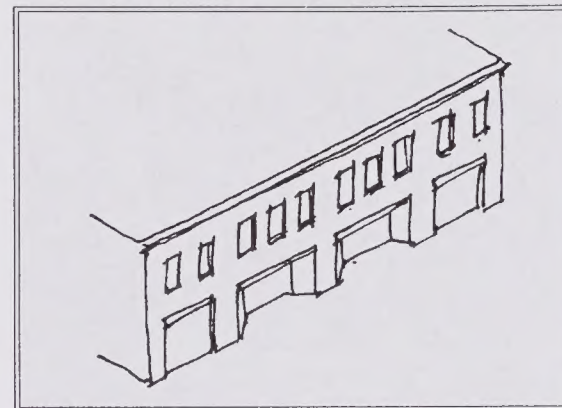
1. BUILDING MASS AND ORGANIZATION

To assure that new and renovated buildings are compatible with the existing character and scale of the CBD, buildings should be organized into increments of no less than twenty-five (25) feet and no more than fifty (50) feet in width (the historic parcel increments typically found in the CBD are 25 ft. or 50 ft. in width). Buildings which occupy more than fifty feet of frontage should be designed to appear as several small buildings or several smaller but related parts of a larger structure. This can be accomplished in several ways, such as: incremental changes in roof eave lines and/or ridge lines (fig.4.6); changes in wall plane (fig 4.7); grouping of windows into varying or repetitious patterns (fig.4.8); and coordinated placement of column elements, walls, wall openings and storefronts (fig. 4.9). In addition, the following criteria should be addressed:



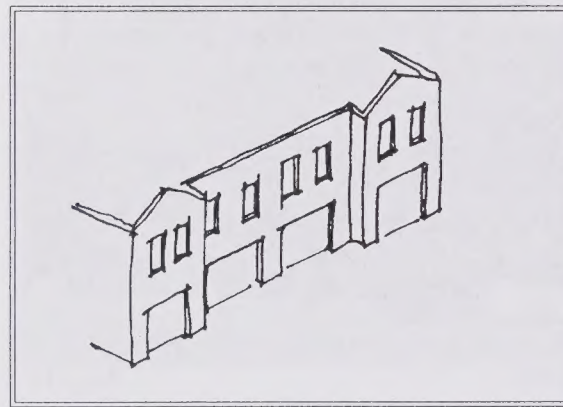
INCREMENTAL CHANGES IN ROOF EAVE LINE.

FIGURE 4.6



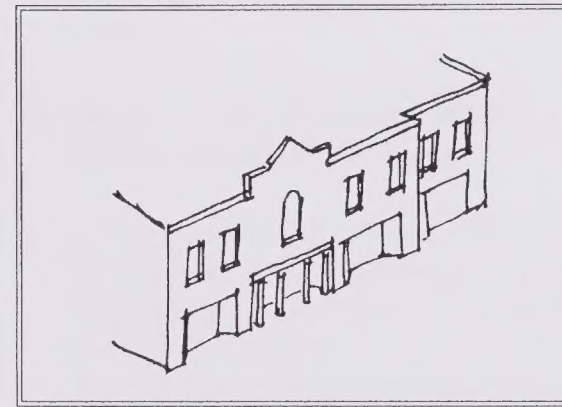
GROUPING OF WINDOWS.

FIGURE 4.8



CHANGES IN WALL PLANE.

FIGURE 4.7



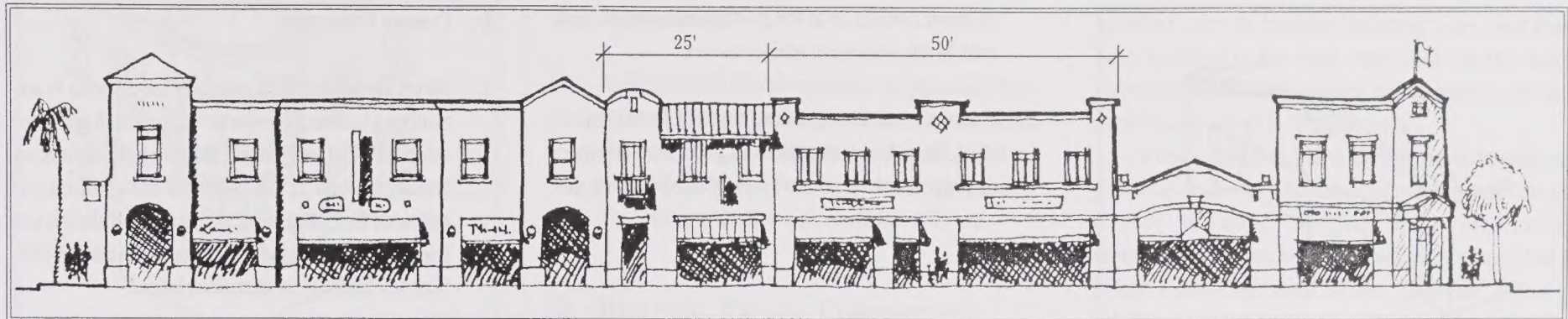
PLACEMENT OF COLUMN ELEMENTS, WALLS, OPENINGS, ETC. FIGURE 4.9

A. STREET LEVEL BUILDING INCREMENT (FIG.4.10)

At street level, building design should reflect the regular and somewhat uniform pattern of alternating facades (we will call this the "building increment"). Each building is made up of a combination of entries and storefronts, interrupted by decorative columns or brief structural walls which serve to define the end of one shop or building and the beginning of another. Historically, the building increment in the CBD was inherently reflective of the structural

systems within. The limitations of those systems were quite compatible with the small lot - small building development that is so familiar in downtowns of this period.

However, today because of technical advances (increased strengths and longer spans of structural steel) in modern building systems, there may not be an inherent correlation between the pattern and placement of actual structural components and the desired pattern and placement of design elements,



NEW AND RENOVATED BUILDINGS SHOULD EXPRESS FILLMORE'S HISTORIC STREET LEVEL BUILDING INCREMENT OF 25 TO 50 FEET.

FIGURE 4.10

such as walls and columns, as described in these guidelines. To support the objectives of these guidelines, exterior building design goals should, in all cases, take precedence over engineering preferences:

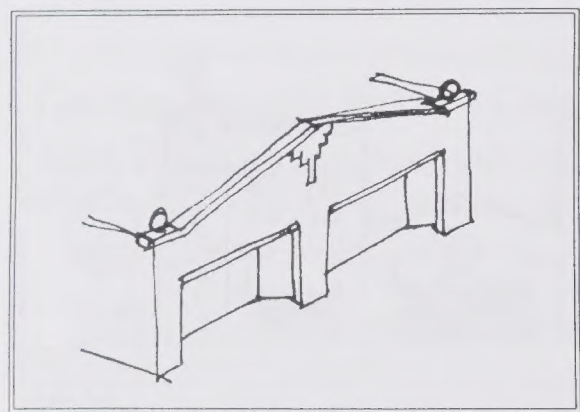
1. Building increments should be a maximum of fifty (50) feet in width, but should typically vary between twenty-five (25) and fifty (50) feet (the historic parcel sizes within the CBD). Buildings which exceed fifty (50) feet of frontage should use the architectural devices described herein to reinforce the building increment and pattern of the existing CBD.
 - a. At least one building entrance should be provided every fifty (50) feet, although more points of access are highly recommended, as they encourage a higher level of pedestrian activity at the street.
 - b. Buildings should express the historic increment through the use of vertical design elements (columns, pilasters, etc.) approximately every twenty-five (25) feet.

2. Storefront openings (the space or opening between columns or other solid building mass, in which storefront windows and/or doors are located) should be a maximum of twenty (20) feet in width. Storefront systems within these openings should be designed in substantial conformance with Section 3, of these guidelines.

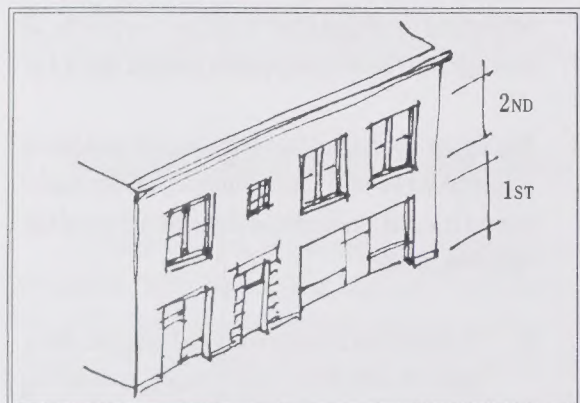
B. ROOF AND UPPER LEVEL BUILDING INCREMENT ARTICULATION

Buildings within the CBD are typically quite simple in mass and form, and the roof lines of such buildings reflect this simplicity. New buildings with lot frontage of fifty feet or less should present a profile expressive of this simplicity. Buildings with frontage which exceeds fifty (50) feet may incorporate changes in roof form which serve to reinforce the expression of the historic building increment, as defined in Item 1 A above. In addition, the following criteria should apply.

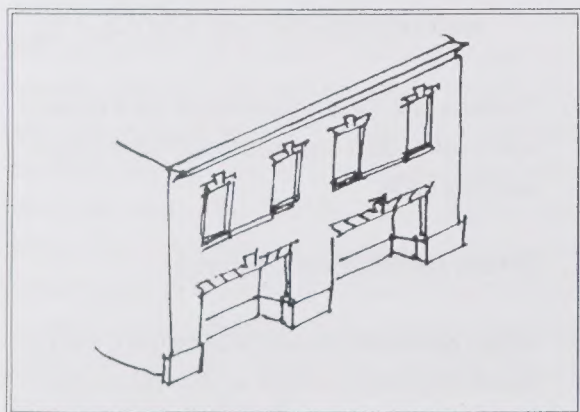
1. Single story buildings should provide an interesting and distinguished "roofline" or profile, as through the use of a decorative parapet (fig.4.11).
 2. The upper portion of two story buildings should be designed to reflect a refinement of the increment articulation found at the street level of the building facade.
 - a. The primary components at the upper story, such as windows, wall panels, projecting bays, etc., should typically be grouped in a manner consistent with the building increment established at street level (fig. 4.12).
 3. Cornices and molding should be used to unify and connect the composition of the building facade (fig.4.13).
- #### C. SPECIAL ARCHITECTURAL FEATURES
1. Highly prominent architectural features, such as towers and turrets should be reserved for buildings occupying key locations within the CBD, such



DECORATIVE PARAPET FIGURE 4.11



UPPER STORY COMPONENTS RELATE TO STREET LEVEL FIGURE 4.12



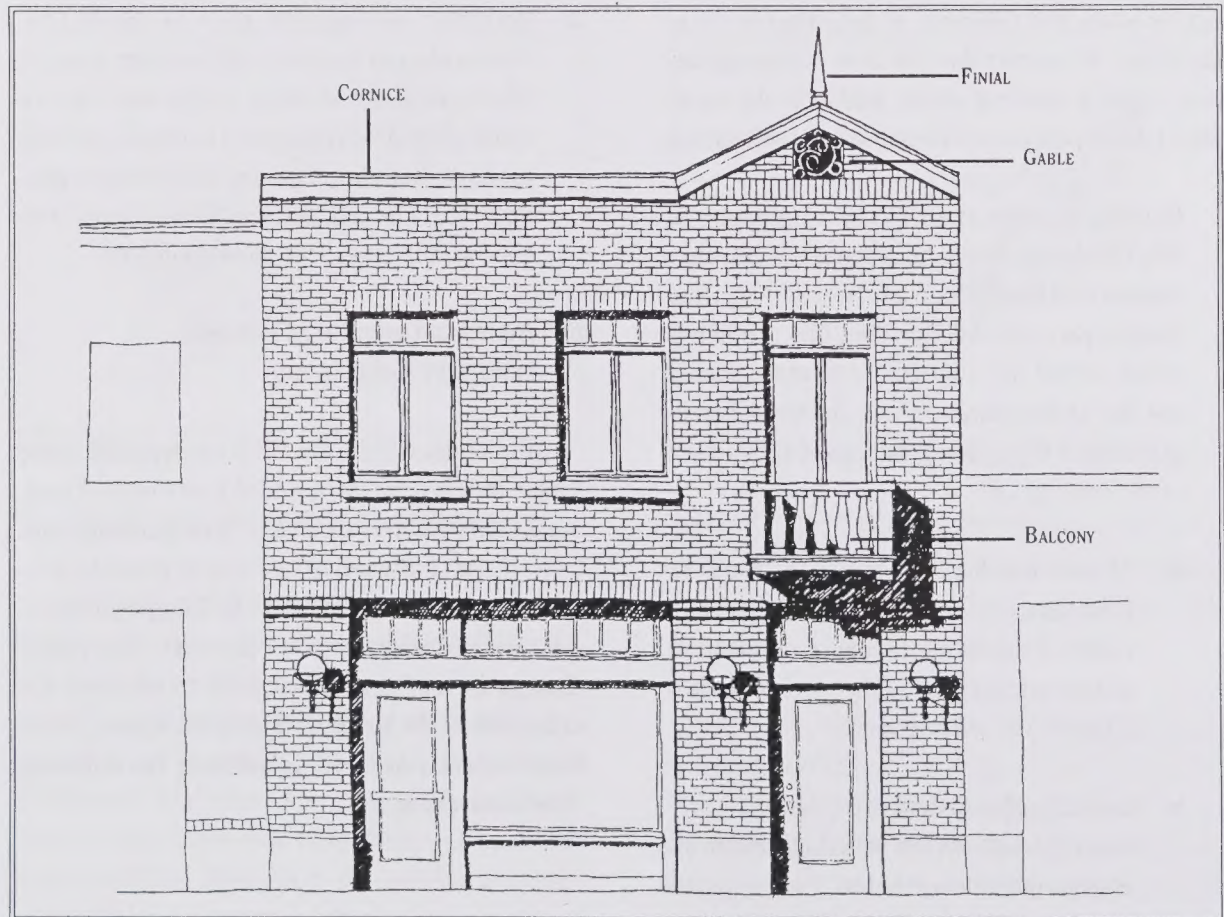
CORNICES AND MOULDING FIGURE 4.13

as street corners or at the point of connection for a mid-block pedestrian alley or court.

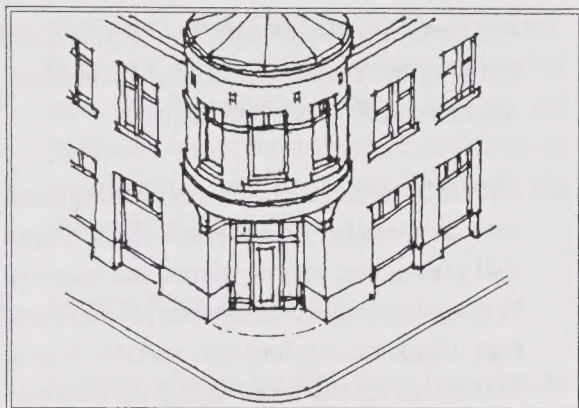
2. Features, such as gables, bay windows, balconies, finials, etc. are encouraged where deemed appropriate to the character of the building design (fig. 4.14).

D. CORNER CONDITIONS

1. Street corners provide a unique opportunity to announce a building's presence and establish a memorable point of reference. Building configuration should respond in one of several basic ways, as illustrated here (Fig. 4.15 a, b, and c). Building entries should be designed in a manner consistent with "Corner Entries", as described below.



GABLES, BAY WINDOWS, BALCONIES, FINIALS, ETC. ARE ENCOURAGED WHERE DEEMED APPROPRIATE TO THE BUILDING DESIGN. FIGURE 4.14



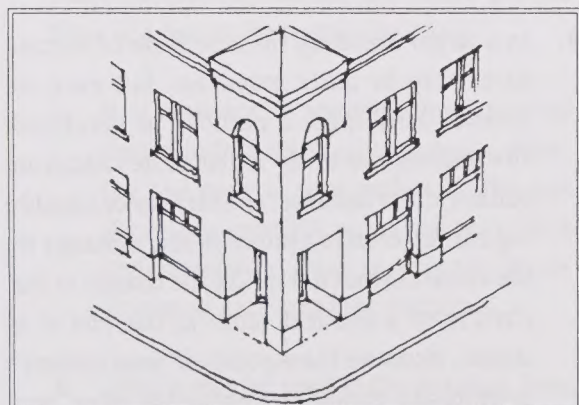
CORNER TURRET

FIGURE 4.15A



CUT CORNER

FIGURE 4.15B



CORNER PASS-THROUGH

FIGURE 4.15C

E. IN-FILL PROJECTS

1. In-fill projects should maintain the general character of the surrounding existing development, responding sympathetically to adjacent architectural character and details where appropriate and in keeping with these guidelines.

2. BUILDING FACADE COMPOSITION

The Facade of a building is the portion which faces onto the street, and it can be thought of as a public "stage set". It is the combination of a building's various parts - walls, columns, windows, store-fronts, parapets, etc., into a proportionate and rhythmically related whole, which serves to create the total composition of a building facade. It is the comparative proportions and rhythms, from one

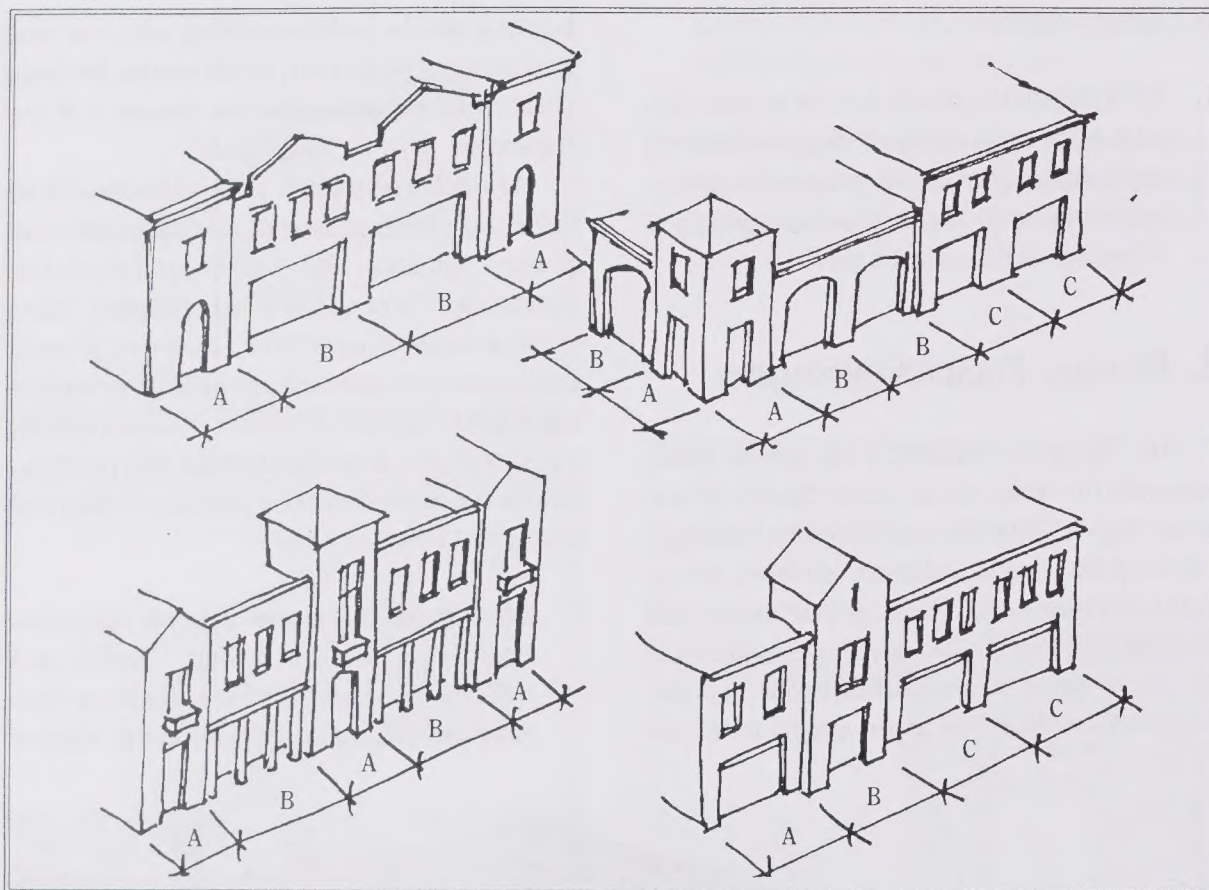
building part to another building part, and from each building to the next, which creates the larger streetscape and determines the dynamics of that streetscape - that is "how it feels".

A row of several blank building fronts with occasional doorways and few windows does not create a very dynamic and therefore interesting streetscape. There may be a "sense of place", but it is not a place we want to be. Likewise, a row of totally unrelated and random buildings with differing setbacks, unrelated window, door and opening types, varying and unrelated details, will result in a chaotic and uncomfortable streetscape, lacking continuity and a "sense of place".

Adjacent building facades need not share identical proportions or rhythms. Rather, each building design should first strive to be internally consistent. But if a number of adjacent



THE HISTORIC BUILDING INCREMENT IS EVIDENT IN THIS VIEW OF FILLMORE, 1993



BUILDING PROPORTION, RHYTHM AND PUNCTUATION

FIGURE 4.16

buildings exist with little or no design relationship, the streetscape will suffer for the lack of continuity. A strong underlying relationship of proportions and rhythms, with occasional points of “punctuation” (or design emphasis), will, more than any other factor, establish and enhance a clear “sense of place” in the CBD.

Refer to Figure 4.16 and 4.17 in reference to the following items:

A. PROPORTION AND RHYTHM

All buildings within the CBD should respond sympathetically to the established proportions and rhythms of existing buildings and development patterns within the CBD, particularly those of historic character. This can be achieved by addressing the following:

1. Each building facade design should establish a clear proportional hierarchy between its vari-

ous parts, consistent with the “Street Level Building Increment” and “Upper Level Building Increment” guidelines, above.

- a. The design of larger portions of building mass, such as extended or unbroken walls, sloped roof planes, etc., can be refined and balanced by grouping design components, such as openings, windows, columns and specific details. This design approach can change an otherwise large, unbroken plane into a set of related and interconnected “parts”.
2. In keeping with the character of the historic period, the ground floor of any building should establish a strong architectural base, with a floor to ceiling height ranging between twelve (12) and sixteen (16) feet.
 3. Storefronts, windows, and other architectural features should be grouped to create pronounced rhythms in the building facade, as described above.
 4. In a larger building, the repetition of certain parts may be quite extensive, but even in smaller buildings, a number of perceived rhythms may co-exist. A deliberate change in pattern at, for instance, an entryway or a building corner, creates a punctuation, a change in the visual rhythm not unlike the change in the rhythm of a musical score at the end of a stanza. However, these points of “punctuation” or emphasis should not occur too often, nor should every building facade necessarily in-

clude them, or they will lose their significance. Figures (4.16) and (4.17) illustrate some of the ways that building proportion, rhythm and punctuation can be manipulated to achieve an architectural response compatible with the character of the CBD.

B. ARCHITECTURAL ELEMENTS

Every building in the CBD should incorporate some combination of architectural elements common to the historic building fabric, several of which are identified below:

1. *Building Base* (fig. 4.18) - Where the building meets the sidewalk, and extending two (2) or more feet up the building face, is the opportunity to establish an architectural base. This base may be as simple as a change in surface texture, a projection or break in the wall plane, or a change in material or color. A substantial base may incorporate all of the above, and may extend quite high up the face of the building, sometimes incorporating the entire ground floor of a two or three story building.

- a. It is desirable to provide a base material that is highly resistant to damage, defacing and general wear and tear. Pre-cast decorative concrete, stone masonry, brick and commercial grade ceramic tile are examples of excellent base materials.
- b. Stucco may be used at the building base, but its use is discouraged due to suscepti-

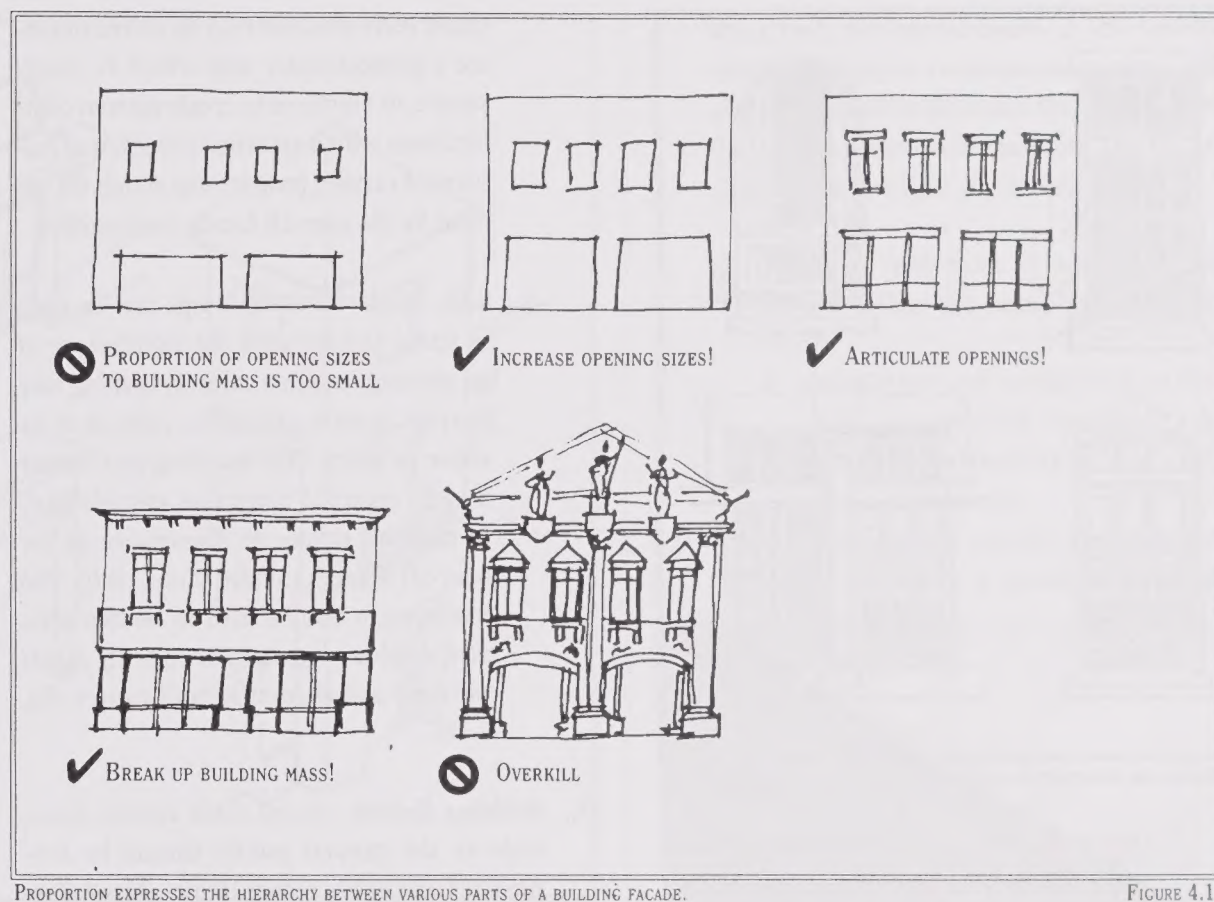


FIGURE 4.17

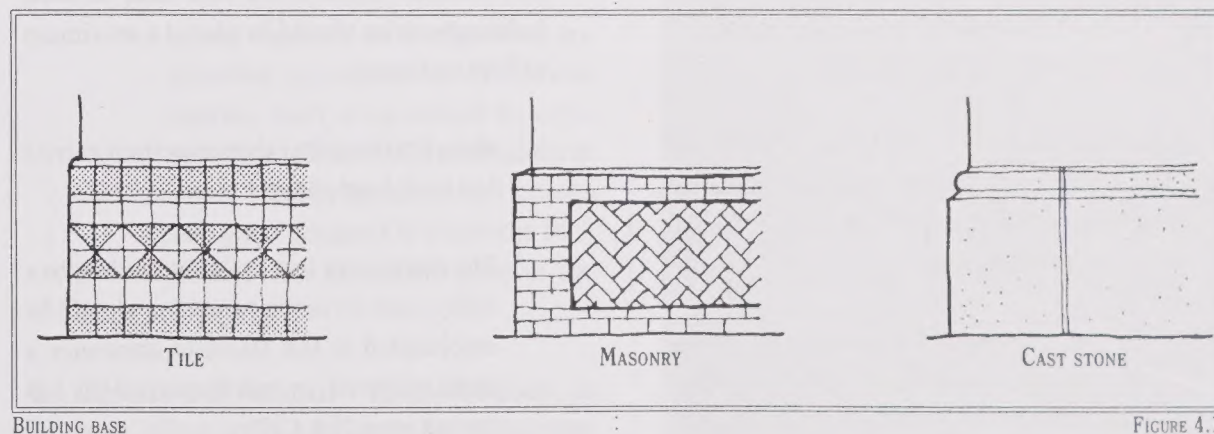
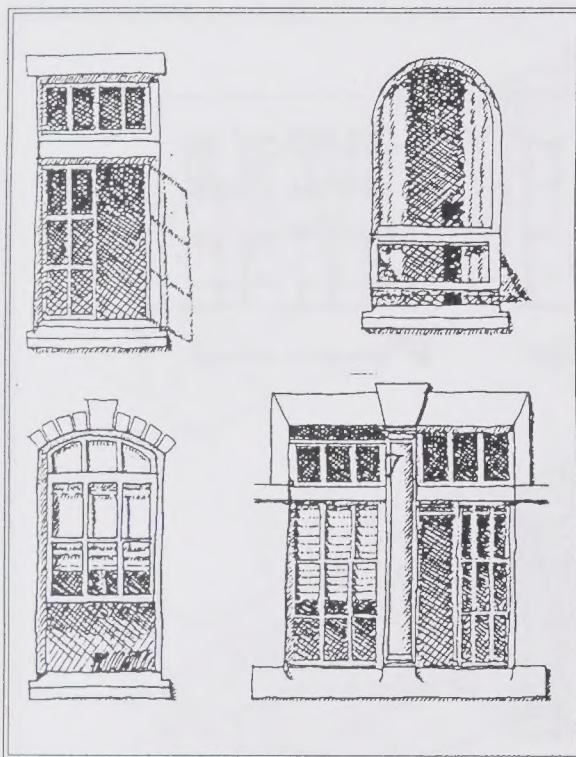


FIGURE 4.18



WINDOWS ARE IMPORTANT DESIGN ELEMENTS

FIGURE 4.19

bility to cracking, staining and discoloration. Where stucco is used at the building base, it should be thoroughly sealed with a commercial grade sealer to enhance its resistance to such damage.

2. *Windows, Doors and Openings* - Windows, doors and other openings should be detailed to establish them as important parts of the total facade composition.

- a. In general, storefront openings should be horizontal, while upper level windows should be vertical or square in orientation.

Upper level windows may be paired to create a proportionate unit which is nearly square, or clustered to create pattern combinations which establish a rhythm of features of varying proportions which are related by the over-all facade composition

- c. Sills, headers and moldings can be used to frame and enhance the significance of an opening. In some cases an opening may warrant greater attention, such as at or above an entry. The molding and header may be enlarged or receive special detail in order to signify its importance in the over-all facade composition. Sills and headers can also be used to tie two adjacent windows together, or to unify actual windows and decorative wall panels (fig. 4.19).

3. *Building Entries* - In all cases entries accessible to the general public should be pronounced and easily recognizable. Along Central Avenue, Santa Clara and Main Streets, building entries should be placed a maximum of fifty feet apart.

- a. Main Entries (other than storefront entries to street level shops):

The main entry to a building, leading to a lobby, stair or central corridor, should be emphasized at the street to announce a point of arrival, in one or more of the following ways (fig.4.20):

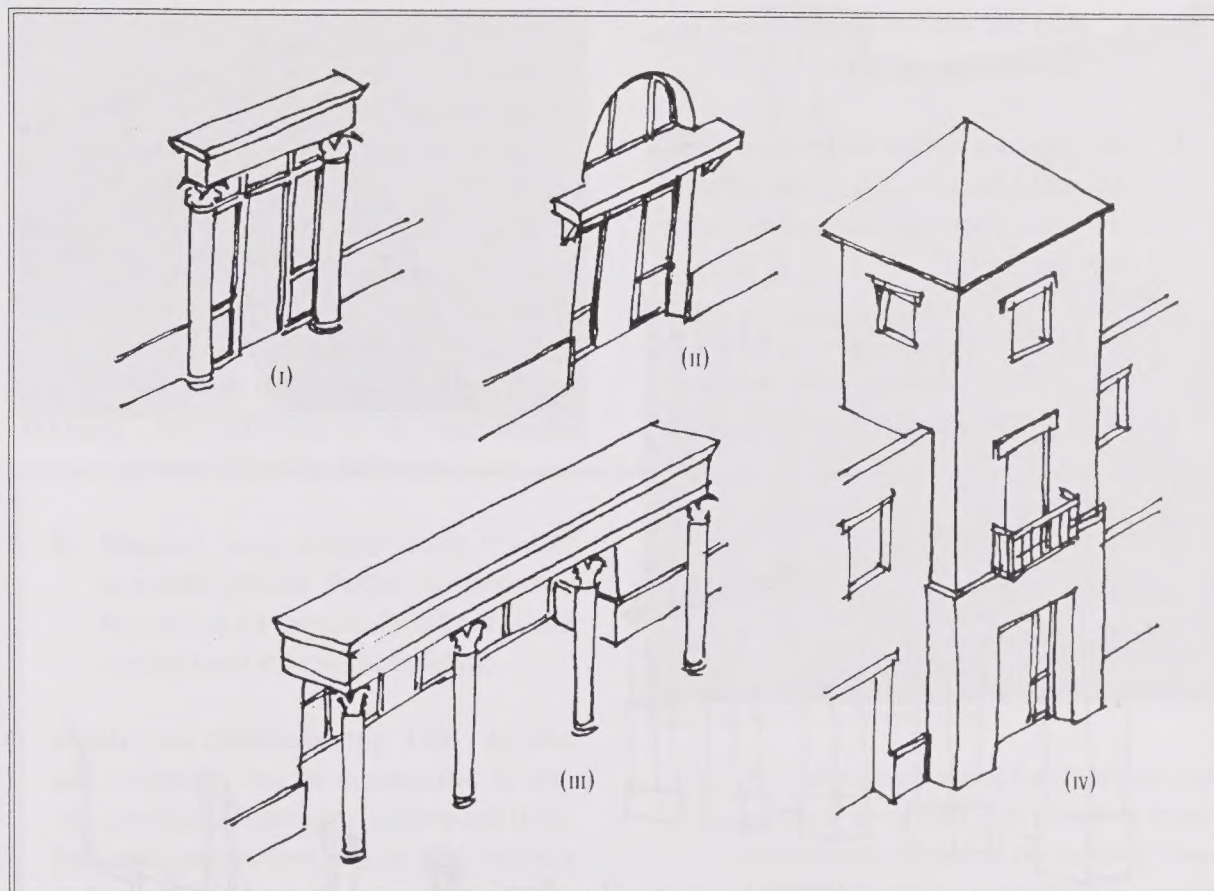
- i flanked by columns, decorative fixtures or other details;
- ii recessed within a larger arched or cased decorative opening;
- iii covered by means of a portico (formal porch) projecting from or set into the building face (refer to zoning guidelines for allowable projections);
- iv punctuated by means of a change in roof line, a tower, or a break in the surface of the subject wall.

b. *Corner Entries*

Buildings situated at the corner of a public street should provide a prominent corner entrance to street level shops or lobby space, in a manner consistent with Main Entries, as described above (refer to fig. 4.15 a,b,c and fig. 4.20).

c. *Side and Rear Entries*

Where such entries are intended to serve the general public, they should receive design treatment similar to that described in Item (a) above. Where such entries are intended *only as service or emergency access points*, they should be designed consistent with Item (d) below, except that any such entry which faces onto a public street or right-of-way should be enhanced, though to a lesser extent than a main entry, in a manner consistent with Item (a) above.



MAIN ENTRY SHOULD BE EMPHASIZED AT THE STREET TO ANNOUNCE A POINT OF ARRIVAL

FIGURE 4.20

d. *Service Entries*

Are those entries which are not intended for use by the general public. The service entry should be designed to blend into the surrounding building facade, provided with simple detailing, trim and finish consistent with the character of the building, such that it should not draw particular attention to itself, but should remain attractive and easy to identify.

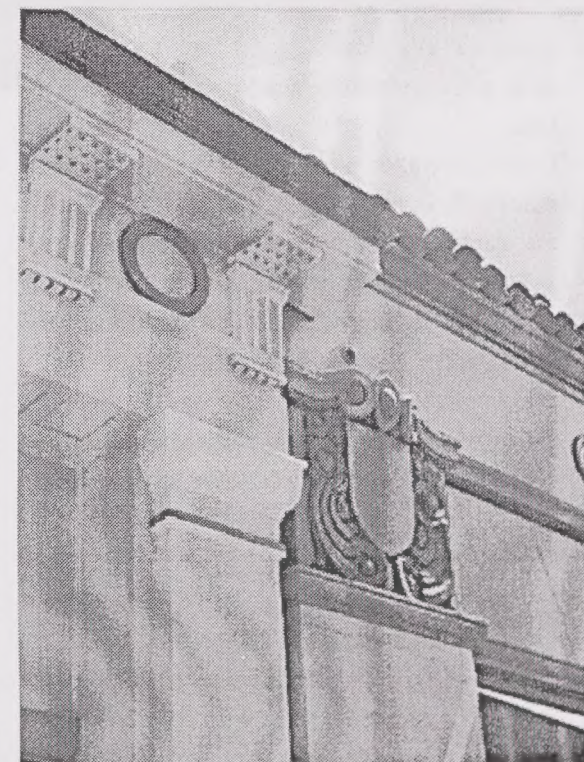
- where trash and or storage areas are provided in conjunction with service entries, such areas should be completely enclosed and screened from public view, by the use of walls, doors and gates designed in a manner consistent with the architecture of the buildings.

4. *Cornices and Parapets* - Where flat roofs, or roofs which are not meant to be visible from

the street, are predominant in the building design, decorative cornices and parapet walls should be used to delineate the building profile, in a manner consistent with the historic character of the CBD (fig.4.11).

a. Buildings with roofs as described above should utilize the following design elements:

- decorative and substantial parapet walls, incorporated to establish a distinct and interesting profile at the street elevation(s).
- a substantial cornice should be used at the top of a parapet wall or roof





curb, providing a distinctive cap to the building facade. Lesser cornices of a similar architectural character may be used to complete the design at side or rear elevations which do not front on a public street.

5. *Pitched Roofs and Eaves* - In the context of the Fillmore CBD, as in most downtown environments, pitched roofs, visible from the street, are a rare exception to the predominant and relatively uniform stage set of flat roofs and decorative storefront parapets. Where pitched roofs are used, they are combined with ornamental eave detailing (i.e.: Fillmore State Bank) or are minimized, occurring only at the portion of the building fronting on the street, or at a focal element, such as a tower or portico.

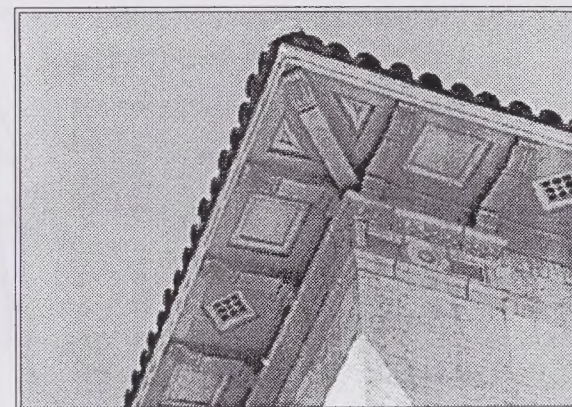
a. Pitched roofs should, in general, be reserved for prominently situated buildings. For example, those of a civic nature, or those occupying key sites (i.e.: street corners, or plaza/park frontage).

- eaves of pitched roofs should terminate with a decorative eave cornice complementary to the design of the building face.
- where overhang is provided, eaves should present either exposed rafter tails with decoratively shaped ends, or a decorated soffit with soffit vents incorporated into the design (fig. 4.22).

- plain and unadorned stucco eave soffit should be avoided.

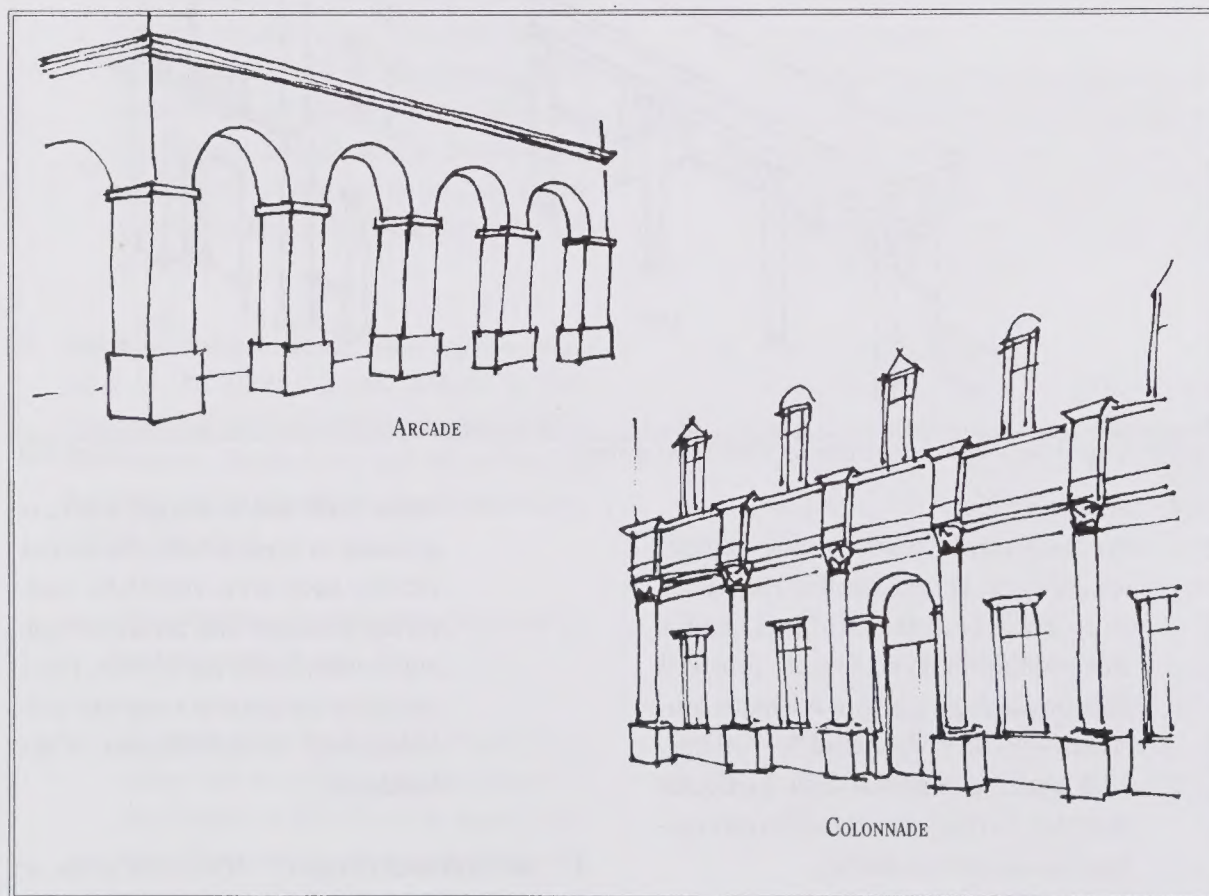
b. The slope of a pitched roof should generally not be less than 4:12. The roof plane of a lesser slope will likely not be visible from the street.

c. Rain gutters and downspouts should be concealed, unless designed as a specific architectural feature of the building. Where



ORNAMENTAL EAVE

FIGURE 4.21



ARCADES AND COLONNADES MAY BE INCORPORATED TO PROVIDE A RHYTHMIC REPETITION

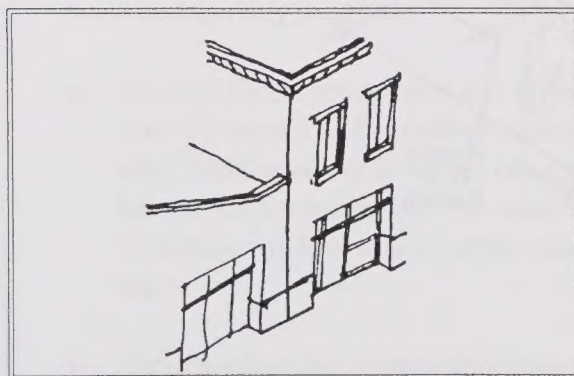
FIGURE 4.22

rain gutters are exposed as a design detail, they should be of copper, or properly primed and painted metal of a color complementary to the building design.

- downspouts should feed into a decorative scupper, which should return into a concealed downspout and drain, for conveyance of drainage under the sidewalk to the street or storm drain. Such drain systems are subject to review of the City Engineer.

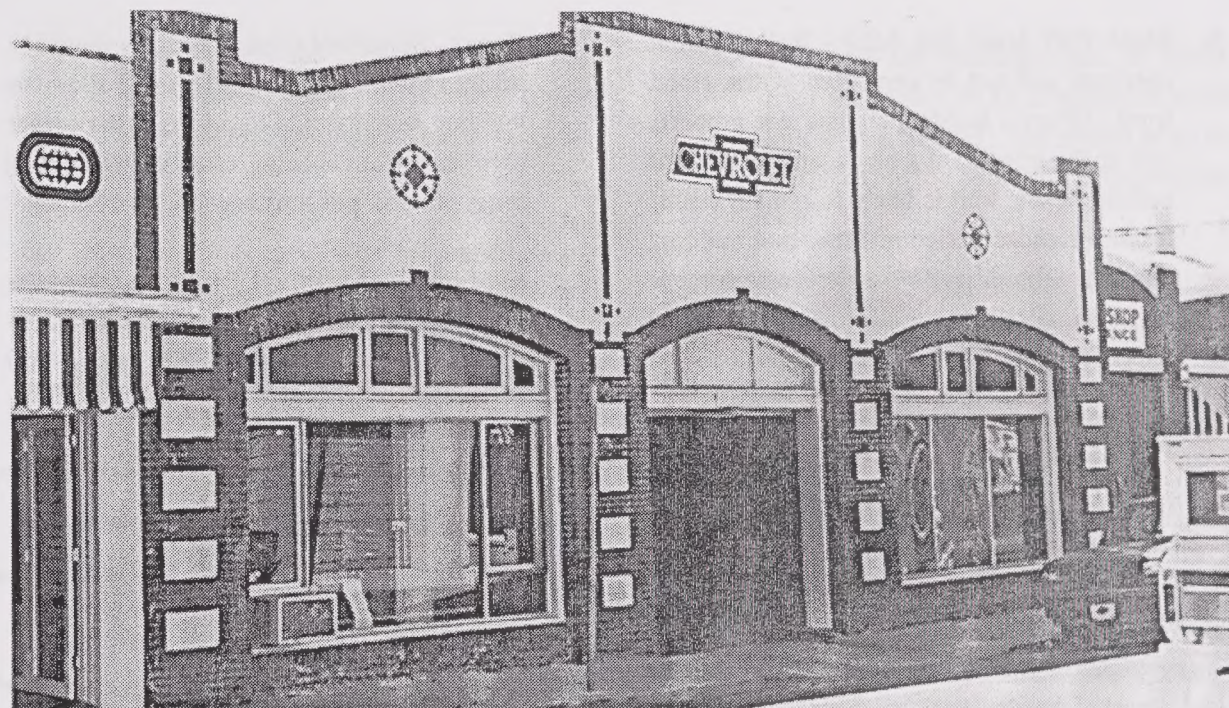
- d. Mansard “wrap around” roofs (“hats”) should be avoided. Partial mansards may be used where specifically related to the architectural style of the building.

6. *Arcades and Colonnades* (fig. 4.22) - Arcades and colonnades may be incorporated to provide a rhythmic repetition of column and storefront with ground floor uses set back behind a walkway, for display and access of ground floor commercial/ retail uses.



BLANK WALL AREAS

FIGURE 4.23



NEWLY RENOVATED FACADE WITH PERIOD SIGN.

- a. A “colonnaded building front”, which uses columns or column-like elements incorporated into the face of the building to establish a strong structural rhythm, may be used to accomplish an architectural effect similar to an arcade, without the provision of a covered walkway.
7. *Loggias* - Loggias, covered balconies or upper level terraces can be incorporated to provide an outdoor amenity while at the same time providing the visual building-edge required by the “build-to” line.
8. *Side and Rear Building Facades* - Building design character should be consistent over the entire building, especially where the building will be visible from publicly accessible areas, such as streets, alleys or parking areas. Although details may be simplified, elements such as cornices and window trim should be applied over the entire building.
- a. Corner buildings should be considered to have two front elevations, with the exception that the design may provide more emphasis to one elevation if there is a ‘main’ building entrance located there. All other details should be of equal emphasis.



9. *Blank Wall Areas* (fig. 4.23) - Walls without openings will not be permitted at the street front. Where a building abuts a side property line at the interior of a block, and where that building's side wall is likely to remain visible for an extended period of time, that building elevation should reflect a design treatment consistent with the building's established street-front 'Building Increment'.

3. STOREFRONT DESIGN

Interesting and enticing storefronts are perhaps the most crucial ingredient in promoting a vital and active street life in a commercial district. Storefronts should be generous, providing ample display window and entry points into shops, and a level of design detail which establishes some individuality for each shop or building, while assuring a relatedness from structure to structure. Refer to Figure 4.24 for the following discussion of criteria and design elements:

A. DESIGN CRITERIA

1. *Maximum Storefront Opening* - Storefront openings should not exceed twenty (20) feet in width without the interruption of a vertical building element, such as a column or wall.
2. *Storefront Height* - Storefront openings may extend up to fourteen (14) feet in height, but in general should range from ten (10) to twelve (12) feet in height.

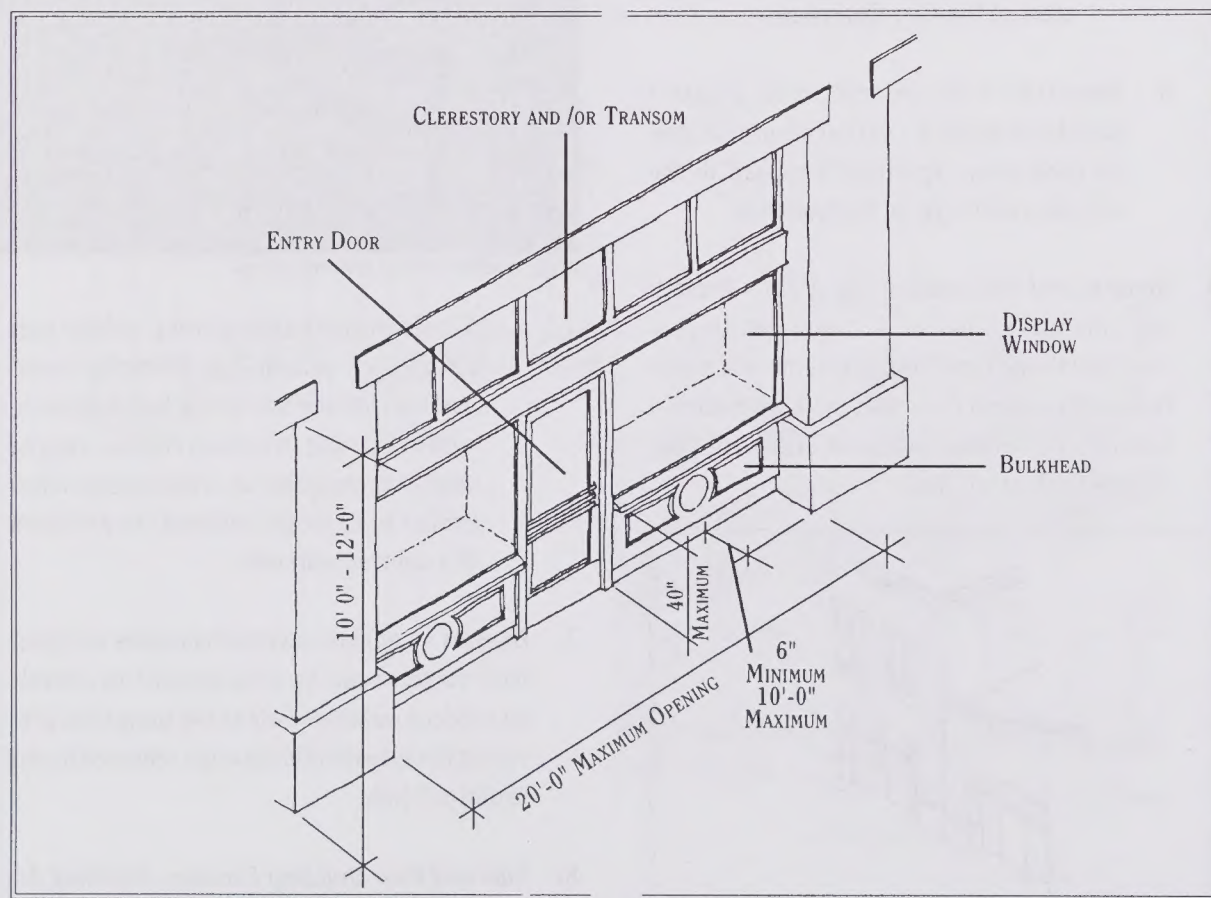
3. *Recess* - Storefront window systems should be set into the building face. This will allow the building face material to return at the corner of the storefront opening, establishing a strong sense of mass and substance to the building.

- a. Storefront windows should be recessed a minimum of six (6) inches from the building face, while eight (8) to twelve (12) inches is preferable.

- b. Storefront windows and entries may be recessed a maximum of ten (10) feet from the building face.

B. DESIGN ELEMENTS FOR STOREFRONT SYSTEMS

Traditional storefront systems are made up of several parts which, when integrated, provide the opportunity for endless variation in detail and character, while also establishing a relatedness from



STOREFRONT DESIGN CRITERIA

FIGURE 4.24



building to building. Storefront systems should address the inclusion of most or all of the following elements (fig. 4.25):

1. **Bulkhead** - At the base of the storefront, the bulkhead provides a transition between the sidewalk or paving and the glass display area.
 - a. Bulkhead may be of wood panel, tile, or masonry. Base materials should be compatible and consistent with the building design. Where wood is used, a curb detail should be provided to lift the wood slightly above the adjacent paved surface.
 - b. The Bulkhead and associated trim should not extend higher than forty (40) inches above adjacent paving, to assure ample window area above.
2. **Display Windows and Glazing** - These should be generous and highly transparent. Where a restaurant or other use requires visual privacy, multi-pane windows in combination with interior curtains may be utilized.
 - a. Windows should occupy sixty (60) to seventy (70) percent of the storefront system area. Multi-pane windows may be used, but are not encouraged for the majority of display window serving retail shop space.
 - b. Tinted windows are strongly discouraged, as they hinder pedestrian "window shop-

ping." Where sun control is a design factor, windows should be recessed and/or provided with awning or other shading device.

3. **Transom Windows** - These are upper glazed openings, above display windows, which are primarily intended to provide light to the interior of the shop space. These windows typically rest atop an intermediate beam or header which is exposed or trimmed-out with sill and glazing stops. Sometimes this beam is oversized to allow for shop signage to be placed integrally within the storefront system. Refer to Figure 4.49.

- a. Transoms are recommended for street-level shop space in all commercial buildings within the CBD, and should be an integral part of the building's storefront system.



A CENTRAL AVENUE STOREFRONT





- b. Transoms need not be of transparent glass. There are a number of translucent glass types which will admit light while reducing heat gain and glare.

- 4. *Doors and Entry Treatment* - As previously stated, a building entry provides the opportunity to create a detailed point of arrival for pedestrian users. This portion of the building will receive more personal contact by users than any other on the building exterior. Thus, what is seen and touched should be of attractive and durable quality.

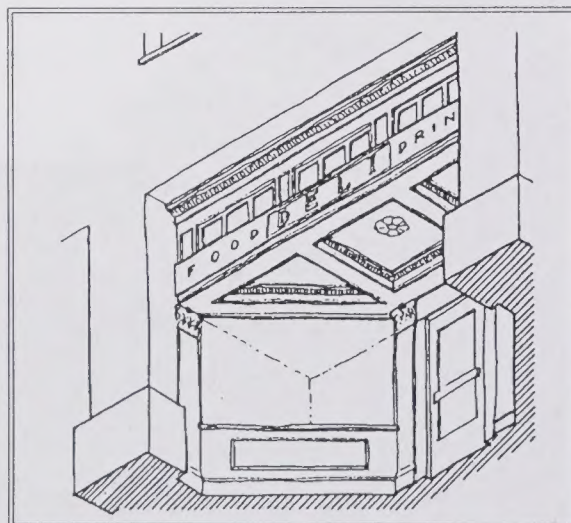
The following design elements should be considered to enhance building entries (figs. 4.25, 4.26, 4.27 a,b,c):

- a. Entry doors may be recessed to provide visual emphasis as well as protection from inclement weather;
- b. Where the entry is recessed, a decorative paving material, such as tile, marble or slate, may be used adjoining at the sidewalk edge;
- c. Doors should be decorative and substantial, with high quality and very durable hardware. Commercial grade materials should be used to accommodate long-term wear.
 - wooden doors should be provided with a 'kick plate' of brass or other durable material to resist wear at the door base.



DOOR AND ENTRY TREATMENT

FIGURE 4.25



ORNAMENTAL CEILING AT STOREFRONT ENTRY

FIGURE 4.26

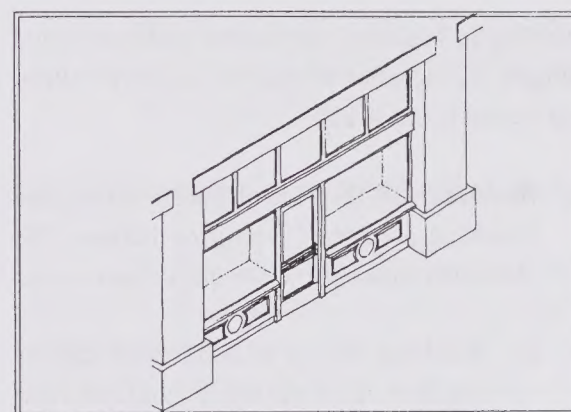


FIGURE 4.27a

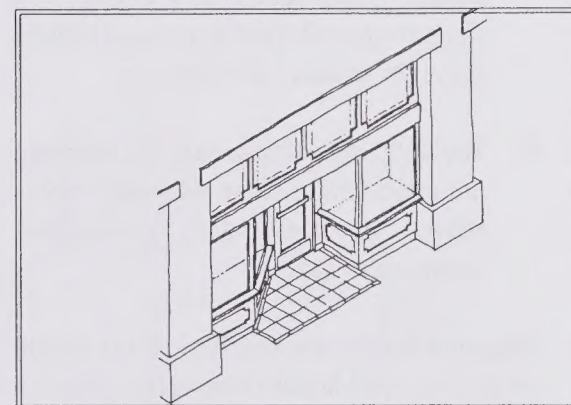
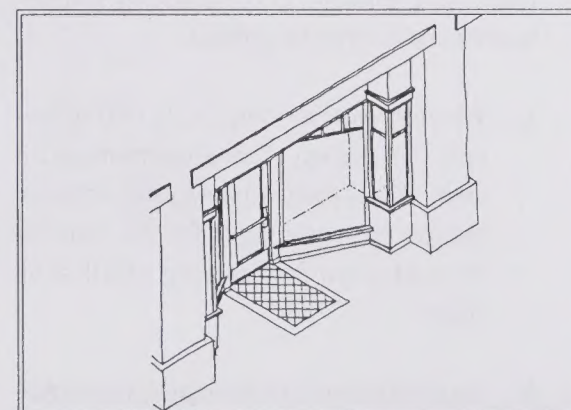


FIGURE 4.27b



STOREFRONT DOORS AND ENTRY TREATMENTS

FIGURE 4.27c

- d. Ornamental ceilings, with beamwork, molding or coffering should be incorporated (Fig. 4.26);
 - e. Ornamental lighting should be incorporated, either wall mounted or suspended from an ornamental ceiling;
 - f. A building directory or identifying plaque may be provided at the entry, per Section 9 of these guidelines.
5. *Recessed Entries In Storefront* - a common feature in traditional storefront design is the recessed display and entry area. This recess serves several valuable purposes: it provides weather protection at the entry, it expands the linear feet of window display that a shop may present to passers-by, and, along with awnings, it helps protect displayed merchandise from costly damage by direct and prolonged exposure to sunlight. See also Arcades and Colonnades (2.B.6).
- a. Maximum width of such recesses should not exceed sixty (60) percent of the storefront opening.
 - b. Maximum depth of such recesses should not exceed ten (10) feet.
6. *Storefront Details and Materials* - In general, storefront systems should be of high quality and durable construction with traditional detailing, including moldings, beaded glass stops, paneled

soffits, sills, etc. Refer to items above regarding the design features of traditional storefront.

- a. Materials may include wood or metal, of a finished quality, typically painted.
 - b. Unfinished aluminum storefront systems are not permitted.
7. *Renovated Storefronts* - Renovated storefronts should be restored to their original character where possible. Details and materials which match the original should be used throughout, especially where visible from the street. Where renovation is not feasible, the new storefront system should be designed in the spirit of the

original, incorporating like or similar details and configurations.

4. EXTERIOR BUILDING DESIGN

Materials should be selected based upon appropriateness to downtown Fillmore's early twentieth century character, the architectural style of the particular building, lasting beauty and durability of the finish. Although the accessibility of some traditional materials may be limited, many are still available and practical. There are also contemporary materials which are quite compatible with the desired character of downtown. See (Fig. 4.28).



THERE ARE CONTEMPORARY MATERIALS WHICH ARE QUITE COMPATIBLE WITH THE DESIRED CHARACTER OF DOWNTOWN.

FIGURE 4.28



Of primary importance is the use of quality products and the proper detailing and application of these products. One of the most important characteristics of buildings in downtown Fillmore is the obvious level of quality that went into the original work, both in terms of materials and details. Most downtown buildings have only two faces - a front and a back - to present to the public. The investment in quality can therefore be condensed and increased at these two faces, with an obvious desire to emphasize the street front.

A. EXTERIOR WALLS

Material for exterior walls will incorporate two aspects - color and texture. If the building's exterior design is complicated, with many "ins and outs", columns and design features, the wall texture should be simple and subdued. However, if the building design is simple (perhaps more monolithic), a finely textured material, such as patterned masonry, can greatly enrich the building's over-all character.

1. *Appropriate Materials* - The following materials are considered appropriate for buildings within the downtown. However, the number of different wall materials used on any one building should be kept to a minimum, ideally two or less:

- a. **Brick Masonry** - brick is a very versatile material available in a wide range of colors and sizes. Brick surfaces may be patterned by combining different colors, and coursework. Traditional brick work incor-



BRICK, SIMPLE RUNNING BOND

FIGURE 4.29



BRICK, WITH RELIEF DETAIL

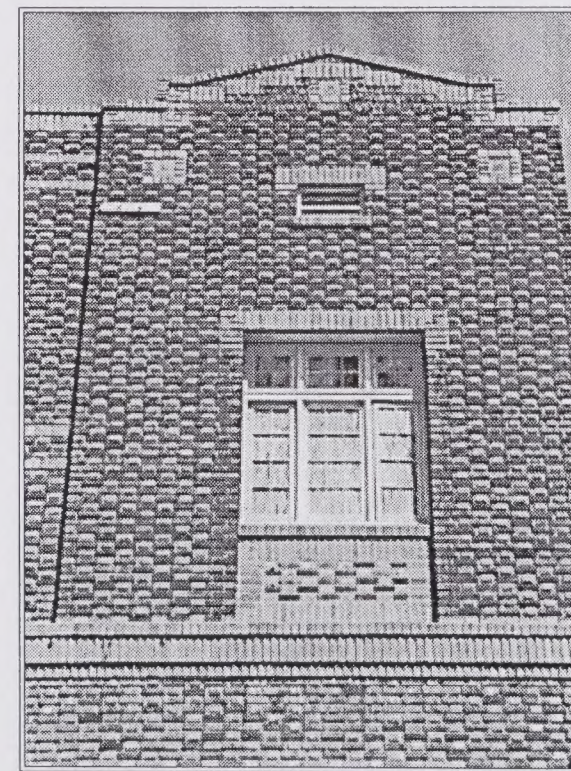
FIGURE 4.31



BRICK, WITH VARIED COLOR BANDS

FIGURE 4.30

porates a wide array of detail applications expressive of structural and functional building components, such as: beams, headers, arches, sills, bases, trim, etc. See (figs. 4.29, 4.30, 4.31, 4.32).



BRICK IS VERSATILE AND RICH IN DETAIL AND TEXTURE.

FIGURE 4.32

- application - in California, brick will almost always be used as a veneer or finish material over a frame of wood or steel, or as a facing for concrete masonry. Care should be taken to properly detail the veneer application in an authentic manner consistent with traditional masonry design. Edges and openings, such as at windows, should receive special care to assure that the masonry appears solid and substantial.
- if “thin brick” or brick tile veneer is used, care should be taken to incorporate corner pieces and other details which serve to mask the veneer application.
- the bonding pattern plays an essential role in the successful use of brick or other masonry. The stack bond should be avoided.

b. **Stone Masonry (and veneer)** - stone masonry, especially cut stone, is similar to brick in application and provides a very heavy and somewhat formal appearance. Stone also works well in combination with brick, providing a base with visual mass to “support” walls of brick masonry.

- stone may be used as an inset detail on brick facades for sills, headers or other accent features, such as keystones or wall caps.



STUCCO, WITH BASIC DETAIL EXPRESSED

FIGURE 4.33



STUCCO, WITH MORE ELABORATE DETAILING

FIGURE 4.34

c. **Stucco** - stucco is a very versatile material. With proper detailing, a stucco building can achieve an elegance and level of refinement equal to that of brick masonry. In fact, the traditional “stucco” building was a masonry structure with an application of stucco applied as a finish material. For this reason, the stucco building should also convey a sense of mass and sturdiness similar to a brick or other masonry building. The same attention to detail applies here as with buildings of brick or stone. See (figs. 4.33, 4.34, 4.35).



STUCCO WITH TILE

FIGURE 4.35

d. **Concrete Block** - in certain applications, concrete block has proven to be a contemporary material worthy of incorporation into downtown architecture. The key to successful use of concrete block is in the detailing and finishing.

e. **Terra Cotta and other Glazed Tile** - Terra Cotta tile was a common finish material for urban buildings in the early part of this century. The bank building at the N.E. corner of Central Avenue and Main Street is a



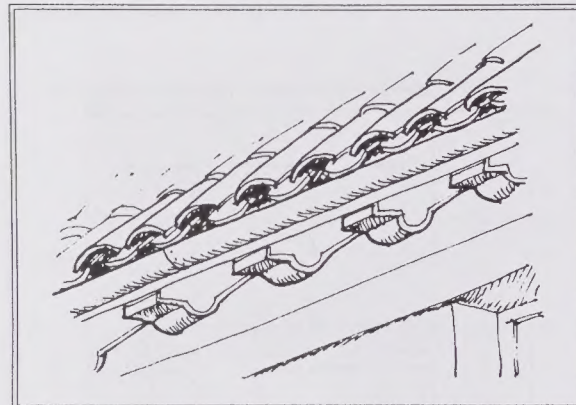
good example of the use of Terra Cotta. Other glazed ceramic materials, such as glazed tile, block or brick, may also be considered for use as an exterior wall finish. These types of materials have a hard, stain resistant surface which makes an excellent base material. See (fig. 4.35).

- only glazed materials graded for commercial use should be considered for use as an exterior finish material.

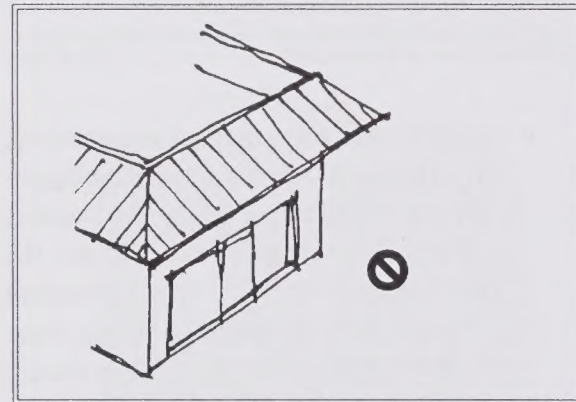
B. WINDOWS

Windows make up an important part of a building facade's composition. Windows are also the connector between the life and activity on the street and that within the building. Both of these "sensed experiences" are important in establishing an urban environment that is comfortable and friendly. Because of this, attention to window detail is important (fig. 4.19).

1. **Window ratio** - The amount of window, other than storefront systems, at street level should occupy between 50% and 60% of the wall area. Above the street level this ratio should fall to between 30% and 50%, depending upon building style and other architectural criteria.
2. **Materials** - Window sash and frame may be of wood or metal, painted or otherwise finished to provide a durable and long lasting surface. Where divided windows are desired, true-divided lites are strongly recommended. "Snap-



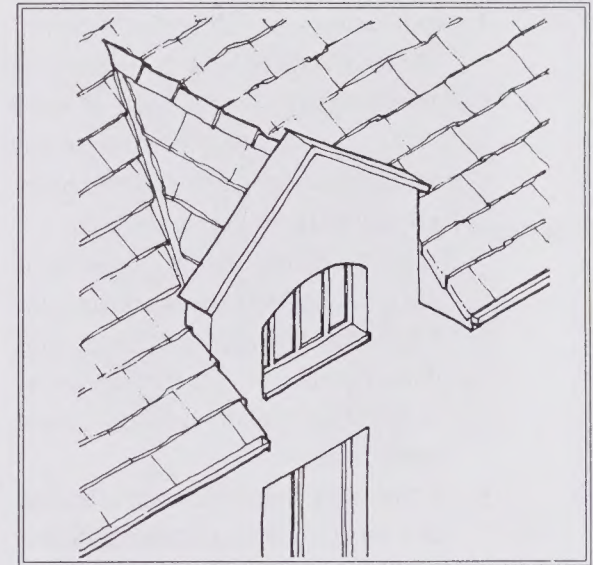
SLOPED ROOF TERMINATION WITH SHAPED RAFTER TAILS FIGURE 4.36



MANSARD TYPE ROOFS SHOULD BE AVOIDED FIGURE 4.37

in" type mullions or grilles which simulate this appearance are not recommended.

3. **Glazing** - Clear glazing is preferable, especially where street level display is the objective.
 - a. Where tinted glazing is used, the tint should be kept as light as possible. Dark windows create the impression of emptiness.
 - b. Reflective or mirrored glazing is not permitted.



DORMER TYPE ROOF ELEMENTS FIGURE 4.38

C. ROOFS

Visible roof elements should be designed consistent with the general building character. Materials and colors should compliment the style of the architecture.

1. **Sloped roofs** - should be designed to crown or punctuate the building. Roof elements should terminate with detailed eaves, utilizing eave molding, shaped rafter tails or other means of termination appropriate to the architecture of the building (fig. 4.36).
 - a. Mansard type roofs should be avoided, unless specifically related to the architectural style of the building (as in the "Victorian" style) (fig. 4.37).

- b. Dormer type roof elements may be incorporated into sloped roof designs, especially where such roof area occupies a substantial percentage of the buildings linear frontage (fig. 4.38).

2. Acceptable materials include:

- Clay or concrete tile: commercial grade, of a color and style complimentary to the building design.
- Ceramic tile: on decorative elements such as domes or parapets.
- Metal seam: standing seam or batten seam, natural copper, anodized or factory coated finishes. Painted metal roofing is not recommended.

3. "Flat roof" - areas should be detailed and of a material to provide a clean, uniform appearance from windows of adjacent buildings.

D. BUILDING ACCESSORIES AND DETAILS

There are a number of design elements which may be incorporated into the building design, especially at street level, in order to add to the experience of the pedestrian while meeting important functional needs as well. The following accessories and details are recommended for inclusion in the building:

- Awnings** - awnings provide the opportunity for color and visual relief. Awnings serve a very



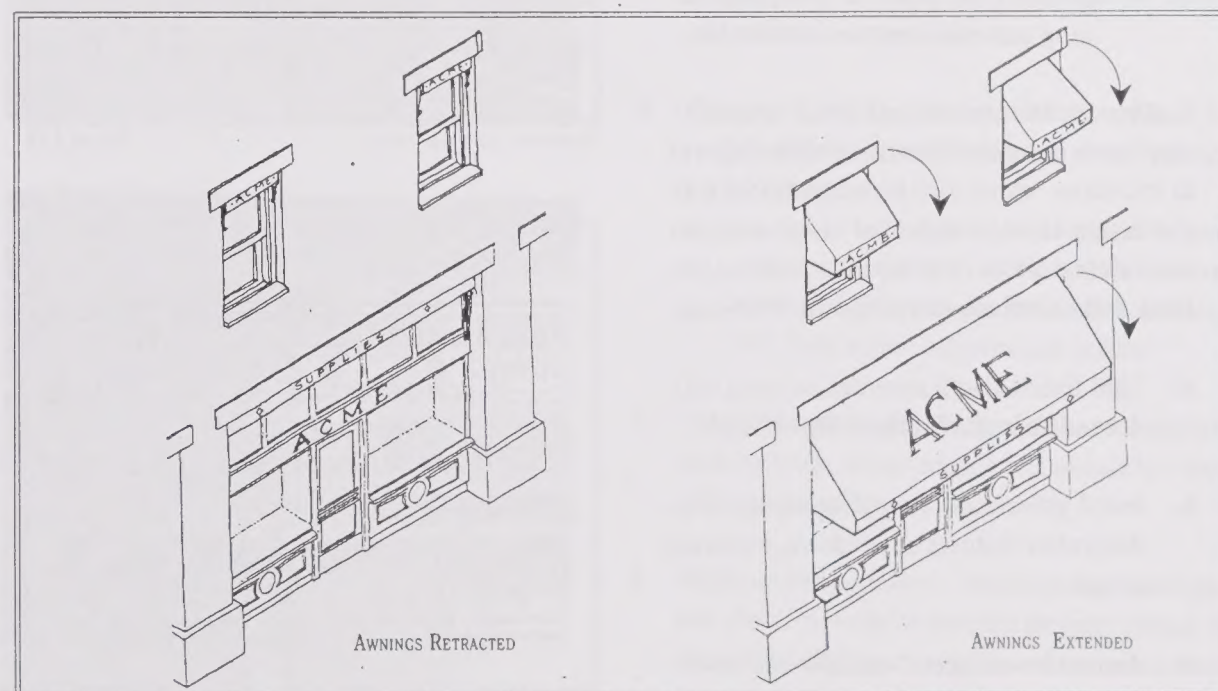
AWNINGS IN STOREFRONT

FIGURE 4.39



AWNINGS IN WINDOWS

FIGURE 4.40



AWNINGS RETRACTED

AWNINGS EXTENDED

RETRACTABLE AWNINGS SAVE ENERGY AND PROTECT MERCHANDISE

FIGURE 4.41



functional purpose by protecting shop windows from intense direct sunlight. The most functional awnings are “retractable”, having a frame and support structure with the ability to be adjusted up or down depending upon lighting conditions. Where awnings are used, it is recommended that they be of retractable design. See (figs. 4.39, 4.40, 4.41).

- a. Awnings should be of a durable, commercial grade fabric, canvas or similar material having a matte finish. Awning frames and supports should be of painted or coated metal or other non-corroding material.
 - glossy or shiny plastic or similar awning material is not recommended.

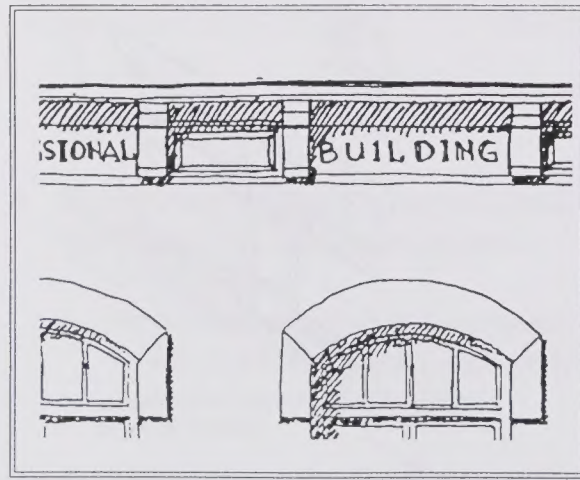
2. *Grillework/Metalwork and Other Details* - there are a number of details, often thought of as mundane, which may be incorporated into the design to add a degree of visual richness and interest while meeting functional needs. Such details include items like the following:

- a. light fixtures, wall mounted or hung with decorative metal brackets (fig. 4.46a,b);
- b. metal grillework, at vent openings or as decorative features at windows, doorways or gates;
- c. decorative scuppers, catches and downspouts, preferably of copper;



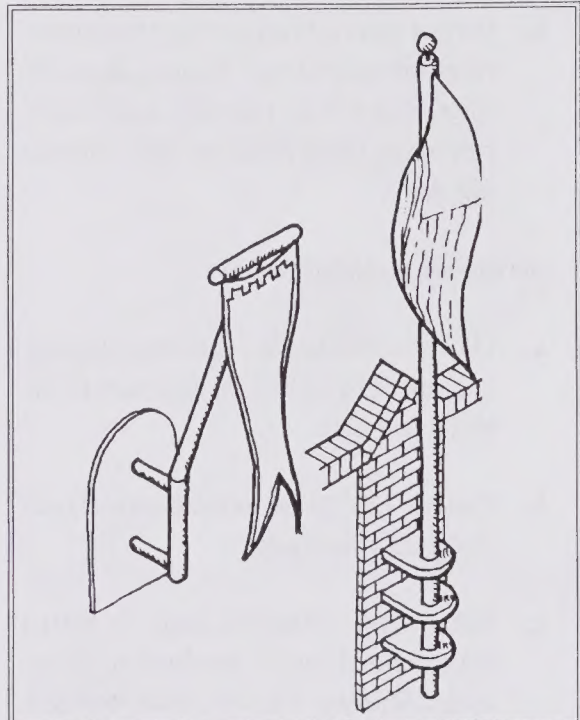
BALCONIES, RAILS AND FINIALS

FIGURE 4.42



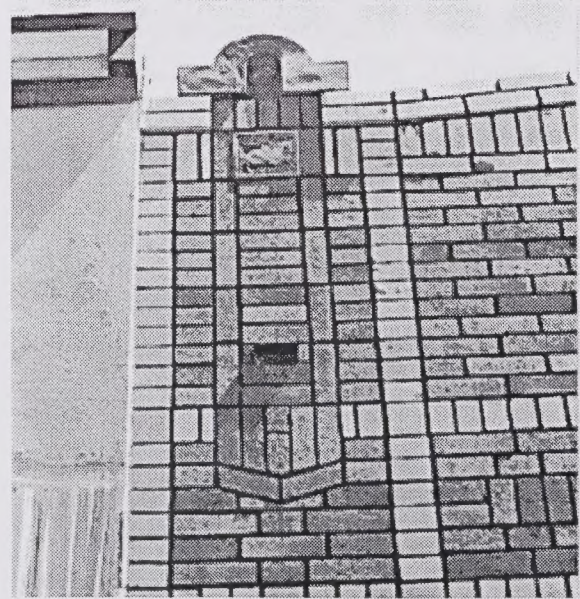
CORBELS

FIGURE 4.43



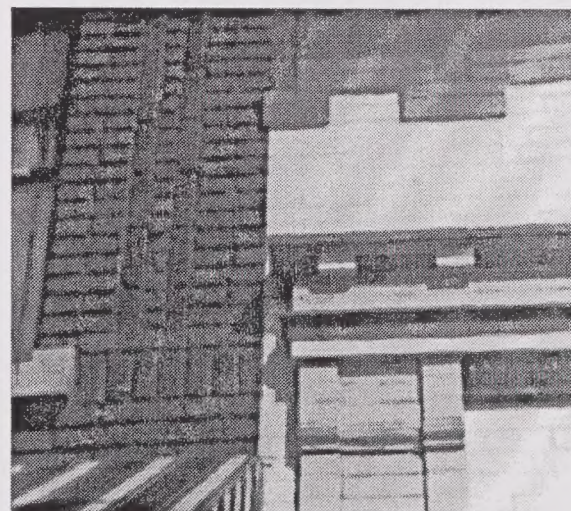
FLAG OR BANNER POLE BRACKETS

FIGURE 4.44





- d. balconies, rails, finials, corbels (fig. 4.42, 4.43), plaques, etc.;
- e. flag or banner pole brackets (fig. 4.44);
- f. fire sprinkler stand pipe enclosures and hose-bib covers, preferably of brass.



E. EXTERIOR COLOR DESIGN

Exterior colors play an important role in the way we perceive a building and its details. Colors can be used to draw attention to specific parts of a building, such as entries. Color can also be used to mask or diminish the visual importance of a particular feature, for instance a service area, simply by altering colors, or the contrast between surfaces and details, in a certain area. In general, contrast (light against dark or dark against light) will call for your attention, for better or for worse. Consideration for these issues should be giving as noted below:

1. *Color Design Exhibit* - each building design submittal within the CBD should include a "color design" exhibit identifying the exterior colors and materials proposed for use.
2. *Primary Exterior Building Colors* - should be muted, while trim and detail colors should provide a contrasting accent.
 - neutral or light colored walls should be contrasted with a darker more intense trim color, while dark colored walls should be contrasted with light colored accents and details.
3. *Finish Materials with Natural Colors* - materials such as brick, stone, copper, etc. should be used where practicable.
4. *Bright or Intense Colors* - should be used sparingly, and should typically be reserved for more refined or delicate detailing, such as grillework, as well as more transient features such as awnings, signs and banners.



5. ADDITIONS, RENOVATIONS AND RESTORATIONS

With few exceptions, buildings within the CBD already possess the desired characteristics which this Plan is intended to support. Modifications to buildings with these characteristics, and especially to buildings having historical significance, must be done with respect for this existing character, and in accordance with the following:

A. PRESERVATION OF TRADITIONAL FEATURES AND DETAILS

Sensitive response to existing materials, details, proportions, as well as patterns of materials and openings is required when any such work will affect the appearance of an existing building's exterior.

1. *Windows and Window Replacement* - where existing windows are to be replaced, they should match the originals in design character. Where new window openings are to be provided, sizes and patterns of existing window openings should be matched or closely replicated.

- in the case of historically designated buildings, replacement of existing windows should be done in such a manner as to match the originals as closely as possible.

2. *Doors and Door Replacement* - where existing doors are to be replaced, they should match the originals in design character. Where new door openings are to be provided, sizes and patterns of existing door openings should be matched or closely replicated.

- in the case of historically designated buildings, replacement of existing doors should be done in such a manner as to match the originals as closely as possible.

B. REMOVAL OF ELEMENTS INCONSISTENT WITH ORIGINAL FACADE

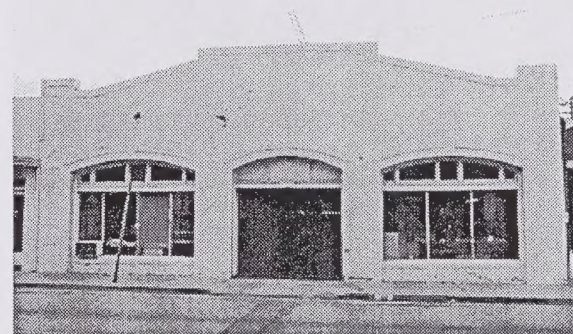
Buildings are often altered over time in an effort by owners or shop keepers to 'keep up with changing times' or to 'remake a tired image'. Unfortunately, such changes are often done in a 'tack-on' manner and result in gradual but severe erosion of the original character and cohesion of the downtown. Restoration of buildings which have been substantially or carelessly altered is strongly encouraged.

1. Where an existing building is to be substantially modified (as per the CBD zone development standards), there is an opportunity to undo work which may have been constructed over time which neglects the detail and character of the original building. Where feasible, this work should be removed or otherwise altered to correct design inconsistencies and to reestablish the over-all design integrity of the original structure.

C. ADDITIONS TO EXISTING BUILDINGS

Additions should be done with care and sensitivity to assure a compatibility between the old and new. In general, any addition to an existing building within the CBD should reflect one of the following two basic approaches:

1. *Replication of Existing Character* - in which the basic design approach takes on the proportions, details and features of the existing building in a manner very similar or identical to the original construction.



AN EXISTING BUILDING, BEFORE RENOVATION



AFTER RENOVATION

2. *Interpretation of Existing Character* - in which the new design responds to the existing building 'sympathetically'. For example, using like proportions in combination with stylized or simplified details inspired by the originals.

D. SEISMIC RETROFITTING

Where structural improvements for seismic retrofitting are to affect the building exterior, such improvements should be done with care and consideration for the impact on appearance of the building. Where possible, such work should be concealed. Where this is not possible or practicable, the improvements should be planned to carefully integrate into the existing building design.

Seismic tie straps, to secure floor and roof framing to the adjacent walls, are one of the most common improvements made today. However, the straps are often installed by workers with no guidance about the careful placement of the ties. Often the tie holes are drilled without alignment or through key features or details, resulting in a haphazard and destructive result which can permanently scar the building.

1. Seismic improvements should receive the same care and forethought as any other building modification, and an exterior building elevation is required showing the location and appearance of all such improvements.





6. ARCHITECTURAL LIGHTING

Lighting should be considered as an integral part of building design. Proper lighting design will have a positive effect on the building and its users, as well as help to promote a safe and enjoyable nighttime pedestrian environment in the downtown core.

A. TYPES OF LIGHTING

Within the Specific Plan project area there will be a need for several exterior lighting types:

1. *Area Lighting* - for public and private parking lots, alley ways, parkways and walks. Such lighting should be set in a manner that assures maximum lighting benefit without allowing stray light to intrude into windows of nearby residents or to create glare problems for nearby automobile traffic.
2. *Ornamental Lighting* - not intended to light large areas or wall surfaces. Ornamental lighting plays an important role in bringing visual life to streets at night. Colors, finishes and design of ornamental lighting should be compatible with the design characteristics of the architecture (figs. 4.45, 4.46a and b).
3. *'Hidden Source' Lighting* - for certain prominent architectural features, hidden source lighting can be used to create dramatic effects, illuminating towers or other unique architectural features. Such lighting can be concealed



ORNAMENTAL LIGHTING BRINGS STREETS TO LIFE AT NIGHT FIGURE 4.45

in soffits, behind ledges or parapets, or even set into landscape areas with the light directed at the desired element to be highlighted.

B. DESIGN INTEGRATION

It is recommended that a lighting design professional be consulted as an integral part of the design process for determining types and intensities of lighting to be used. In addition, the following 'rules of thumb' should apply:

1. Use the minimum brightness necessary for illumination of large areas.
2. Use brighter, more intense lighting to highlight architectural features and focal points.

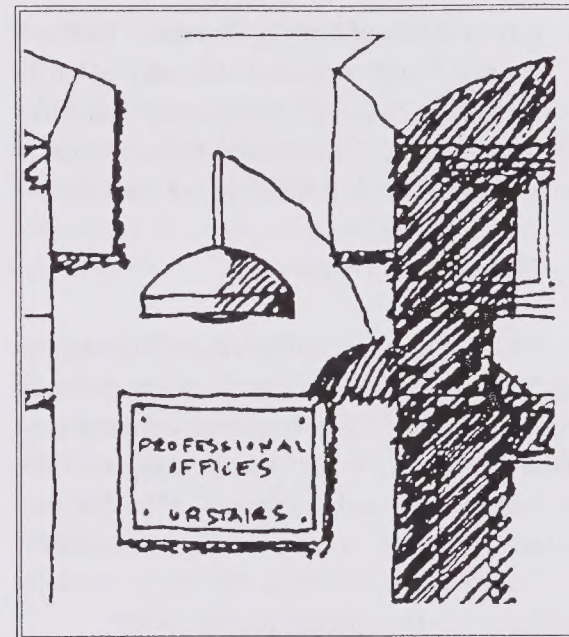


FIGURE 4.46A

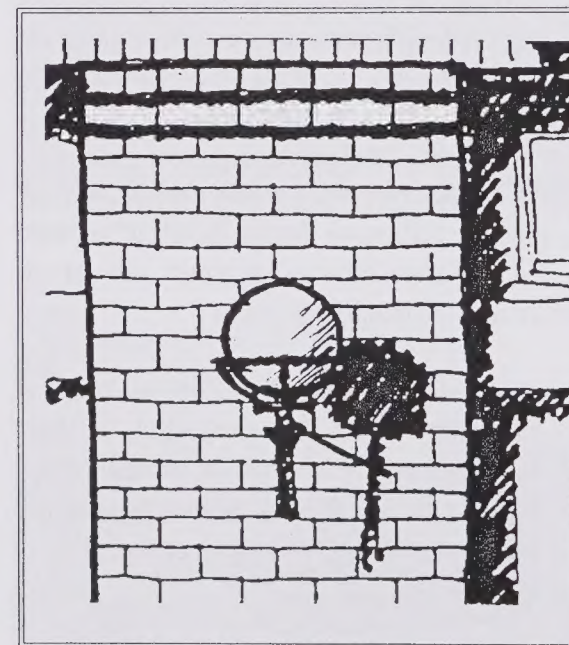


FIGURE 4.46B



C. MATERIALS

Lighting fixture materials should be compatible with the design objectives of this Specific Plan.

1. Where lighting is mounted to a building, its materials, finishes and colors should complement and coordinate with those of the building.
2. Recommended Lighting Glass and Globes include:
 - a. clear acrylic or poly carbonate with fresnal patterns;
 - b. borosilicate glass;
 - c. translucent clear-frosted or white acrylic or polycarbonate globes.
3. Glass and Globes which are *not* recommended:
 - a. clear or tinted smooth finish acrylic or polycarbonate globes;
 - b. any dark-tinted or mirrored glass diffusers
4. Recommended lamp types include:
 - a. color corrected high pressure sodium (HPS);
 - b. color corrected metal halide (3,000 degrees K);
 - c. color corrected standard fluorescent (2,700 -3,000 degrees K).

5. Lamps which are *not* recommended include:

- a. Standard "peach" high pressure sodium;
- b. low pressure sodium;
- c. standard mercury vapor;
- d. non-color-corrected, standard fluorescent.

It is recommended that a professional lighting consultant be involved in projects where business success depends upon quality lighting and display.



CENTRAL BUSINESS DISTRICT CORE AREA SIGN GUIDELINES

Commercial signs are one of the most important elements of a healthy downtown core. Signage communicates more than just the name of a business. It communicates the degree to which the businesses in that core are alive and whether or not those businesses still care about the business they are doing. A well maintained sign, with bright colors and lighting that is functional, says to potential customers "We are here, we care and we want your business". Likewise, a dull and worn sign says "We are tired and may not be around much longer - your business isn't that important to us." Unfortunately, many downtowns suffer from too many of the latter and not enough of the former.

These guidelines are intended to encourage excellence in signage, as a communication tool and as an art form, to attract customers, make a statement about the quality of the businesses represented, and to contribute positively to the over-all quality of the downtown core. Businesses are encouraged to use signage in a manner that will clearly express the spirit of their unique enterprises while at the same time enriching the visual life of the downtown street for everyone.

Note: Refer to City of Fillmore's CBD Zoning Standards for specific requirements and allowable sign area.

1. TYPES OF PERMITTED SIGNS

The following sign types are permitted within the CBD (refer to figs. 4.47, 4.48, 4.49 and 4.50):

A. WALL SIGNS

Wall signs should be located on the building face in an area specifically intended for signage, or where such signage will appear integral to the building design. Such signs may be as follows:

1. Flush-mounted - attached panel or individually mounted letters.
 - such signs should not block or cover any significant architectural features or details of the building.

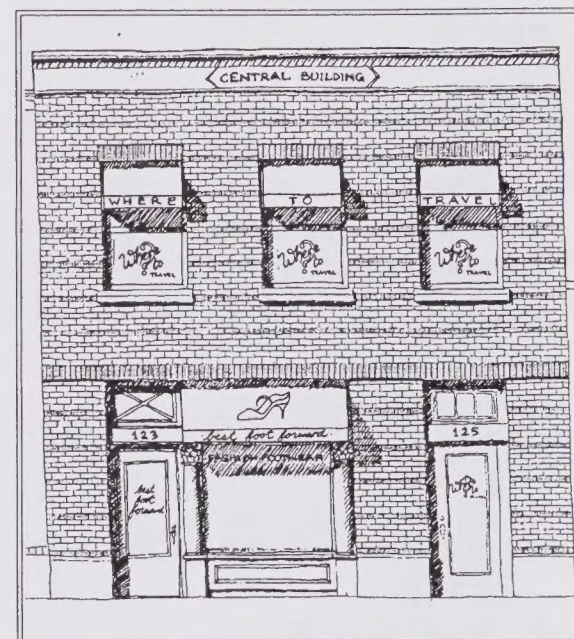
2. Painted - applied directly onto the building face in an appropriate location.

3. "Can" or cabinet type wall signs are not permitted.

B. PROJECTING SIGNS, MARQUEES

Projecting signs and marquees may be attached to the building such that no portion of the sign extends lower than seven (7) feet above adjacent finished grade, nor may any portion extend beyond three (3) feet from face of building wall.

1. Projecting signs may be directly attached to the building face, or suspended from decorative brackets, as illustrated in Figure 4.52.



TYPICAL PERMITTED SIGNS

FIGURE 4.47



TYPICAL PERMITTED SIGNS

FIGURE 4.48

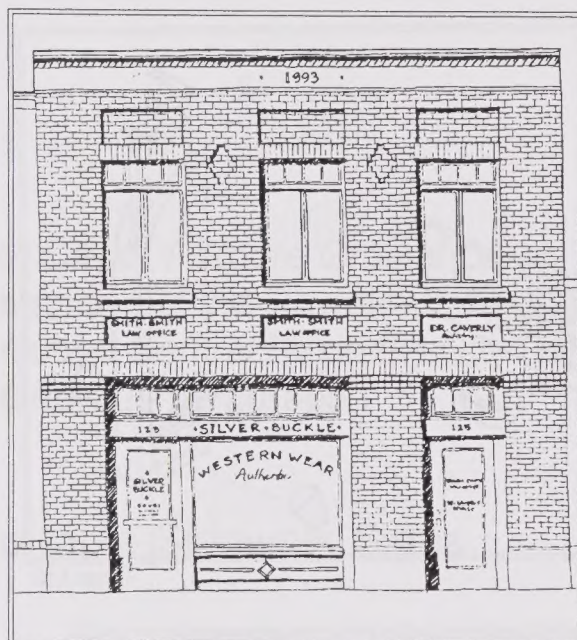


FIGURE 4.49



FIGURE 4.50

2. The sign face and structural support should be designed as a compatible unit and should be attached to the building in a manner which will not damage or interfere with the building character.

C. FIGURATIVE SIGNS

Signs which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, books, etc. are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified here (refer to Fig. 4.51).

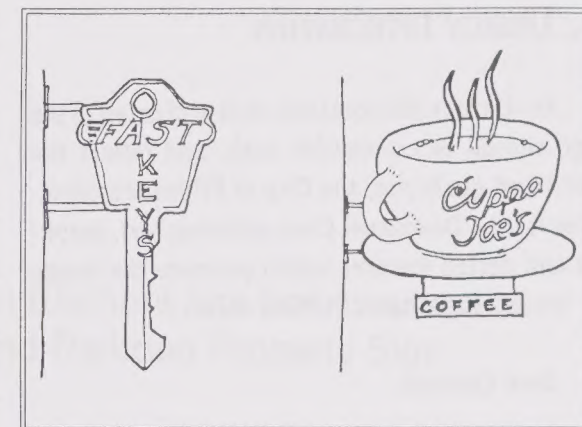
D. AWNING AND CANOPY SIGNS

Such signs should be integrated into the design of the awning or canopy, subject to the following:

1. Sign area should be limited to fifty (50) percent of the total awning or canopy area.
2. Internal or "back-lit" illumination is not recommended.

E. APPLIED WINDOW SIGNS

Window signs must be applied or painted directly on to the glass, and should not exceed fifty (50) percent of the window area at street level, or twenty-five (25) percent of the window at the second floor.



FIGURATIVE SIGNS

FIGURE 4.51

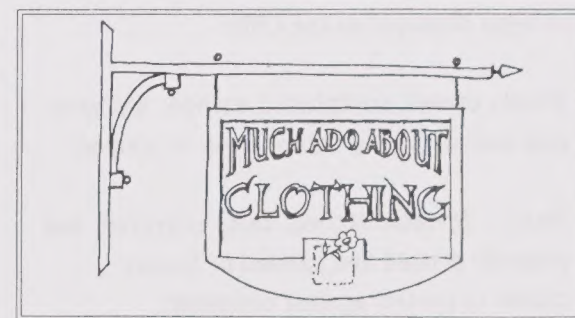
1. Window signs may not be painted over an opaque background, in order to preserve transparency of the window.

F. DIRECTIONAL, ALLEY AND SERVICE SIGNS

Such sign should be discreet and integrated into the design of the building being served.

G. MURALS

Murals will be allowed only on blank side walls of buildings, and are subject to review and approval of the Planning Director.



BRACKET MOUNTED PROJECTING SIGN

FIGURE 4.52



2. DESIGN INTEGRATION

In all cases, the location, style and detail of the sign should be compatible with, and reflect the spirit and quality of, the City of Fillmore's objectives for the Downtown Core, utilizing text, graphics and design features which promote the image of "small town America's Main Street."

A. SIGN LIGHTING

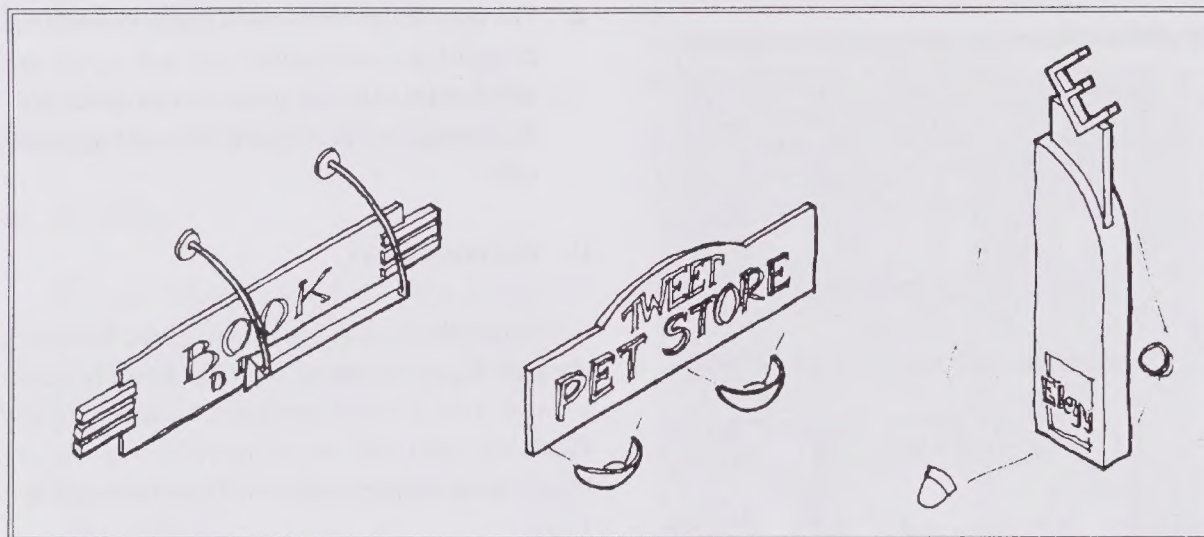
Lighting should be considered as an integral part of sign design, and may be either internal or external, with the following considerations:

1. Where light fixtures are visible, they should be compatible in character with both the sign and the building design.
2. Outside lighting must be directional, and should be positioned such that no glare or hazard is created for onlookers.

B. RECOMMENDED MATERIALS

The following materials are recommended for use in signs displayed in the CBD:

1. Wood - carved, sandblasted, etched, and properly sealed, primed and painted, or stained.
2. Metal - formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion.



LIGHTING SHOULD BE CONSIDERED AS AN INTEGRAL PART OF SIGN DESIGN

FIGURE 4.53

3. High density pre-formed foam or similar material - new materials may be very appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to compliment the architecture.
4. Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types.
5. Unique materials and designs which are not identified here, but which are compatible with the objectives of this Specific Plan may be considered, subject to review and approval by the Planning Director.



QUALITY SIGNS ARE AN INTEGRAL PART OF A LIVELY STREET.

ADDENDUM

Per City of Fillmore Ordinance 98-727 adopted March 10, 1998, Chapter 4 of the Downtown Specific Plan, Section: Private Property Design Element has been revised to include Central Business City Core Area Sign Guidelines paragraph 1H and Railroad Property Sign Guidelines paragraph I.

Portable Sidewalk Signs

Portable signs shall be no larger than twenty-four (24) inches wide by four (4) feet in height and shall be installed and removed from the sidewalk daily by the business owner.

1. Signs shall be designed as Figurative Signs.
2. A-Frame signs are not permitted. But, A-Frame signs are permitted on a temporary basis at 15-day periods for non-businesses to announce special events or noticing.

4:33



The "Townhouse" type - a traditional townhouse design, incorporating front entry stoops to first floor living space raised slightly (2 to 3 feet) above street level.

3. Each building should incorporate a front porch or stoop, which may be covered and partially enclosed by a decorative rail.
4. Front building setback should be between ten and twenty feet from back of sidewalk. The resulting front yard should be defined at the back of sidewalk by means of decorative low wall of stone or masonry, wooden fence or hedge, and may be provided with a gate and/or entry arbor. Side set-backs for the main building should not be less than five feet. Garages may abut the property line at one side.

5. Traditional elements, such as columns, exposed eaves, trellises, decorative chimneys and dormer windows should be incorporated into the design.

6. Acceptable materials include:
Exterior walls: wood siding, stucco, brick masonry, stone.

Roofs: fiberglass composition roof shingles (higher quality, "dimensional" material only), concrete tile, clay tile, slate or similar material.

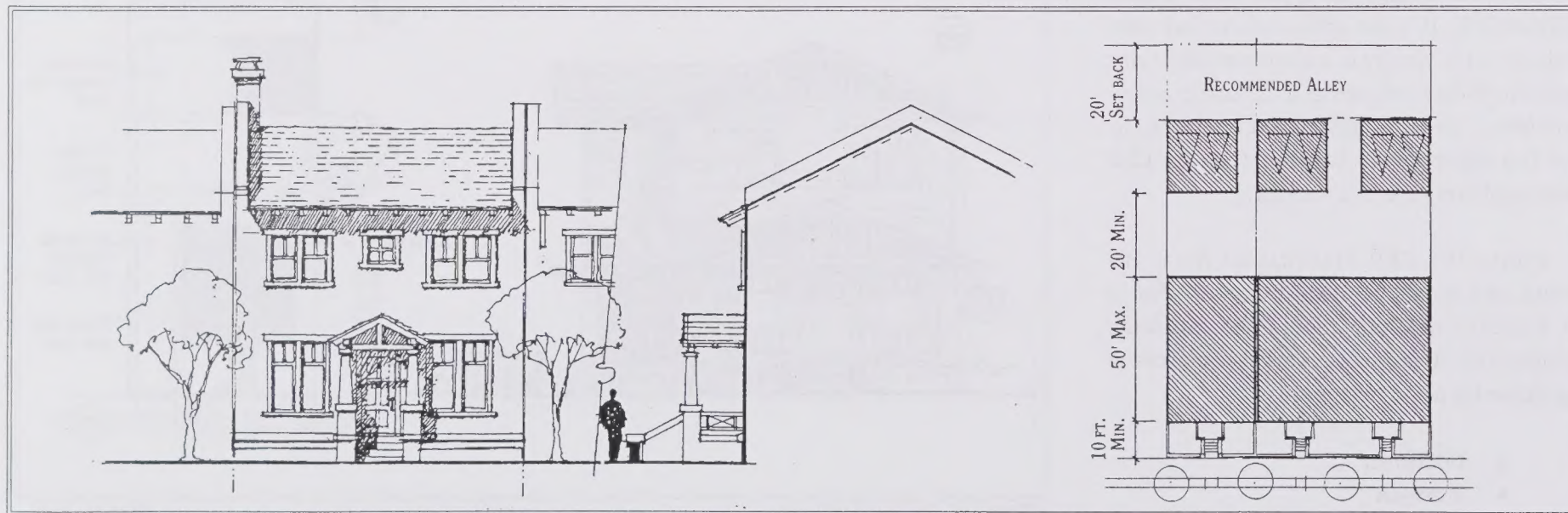
Windows: wood or metal, finished in white or other non-metallic finish, and provided with wood trim and detailing traditional to the building style and design.

7. Windows should be inset from the face of the exterior wall a minimum, of three inches to



VILLAGE MIXED-USE TYPE (WITH ALLEY ACCESS)

provide the visual relief of a traditional wood window. Window opening proportions should be square or vertical, NOT horizontal. Windows are often combined in pairs or sets.



TOWNHOUSE TYPE (WITH ALLEY ACCESS)

8. Garage structures should be designed utilizing materials and details substantially similar to the main structure. No more than two, two-car garages may be combined in each building, for a maximum building length of forty-five feet.
9. All fencing will be designed and constructed using materials and details complementary to the building style, color and finish.

Note: Refer to CBD Core Area Sign Guidelines, and the City of Fillmore's CBD Zoning Standards

for specific requirements and allowable sign area.

CBD TRANSITIONAL AREA SIGN DESIGN GUIDELINES

Commercial signs are one of the most important elements of a healthy downtown core. Signage communicates more than just the name of a business. It communicates the degree to which the businesses in that core are alive and whether or not those businesses still care about the business they are doing. A well maintained sign, with bright colors and lighting that is functional, says to poten-

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These guidelines are intended to encourage excellence in signage, as a communication tool and as an art form, to attract customers, make a statement about the quality of the businesses represented, and to contribute positively to the over-all quality of the downtown core. Businesses are encouraged to use signage in a manner that will clearly express the spirit of their unique enterprises while at the same time enriching the visual life of the downtown street for everyone.

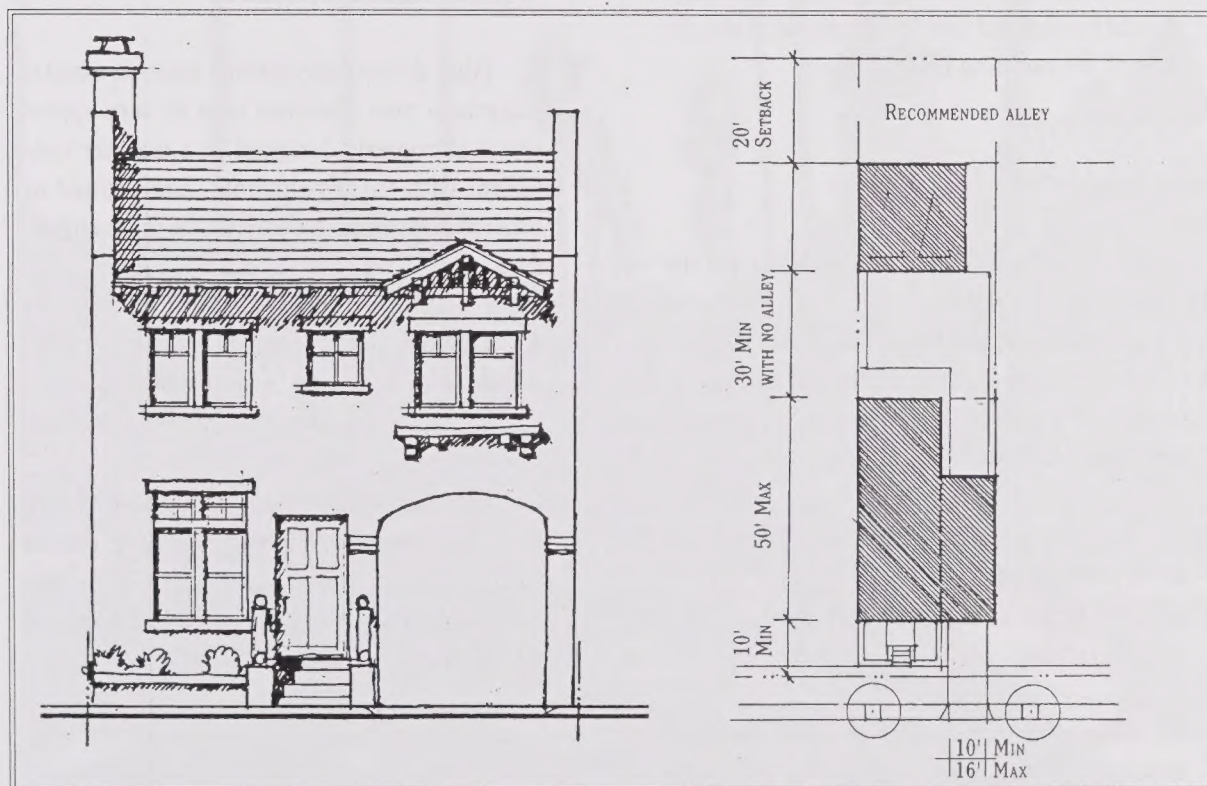
Note: Refer to City of Fillmore's CBD Zoning Standards for specific requirements and allowable sign area.

TYPES OF PERMITTED SIGNS

The following sign types are permitted within the CBD:

WALL SIGNS - wall signs should be located on the building face in an area specifically intended for signage, or where such signage will appear integral to the building design. Such signs may be as follows:

1. Flush-mounted - attached panel or individually mounted letters.



TOWNHOUSE TYPE (WITH NO ALLEY ACCESS)

25 FT. LOT



- i. such signs should not block or cover any significant architectural features or details of the building.
 2. Painted - applied directly onto the building face in an appropriate location.
 3. "Can" or cabinet type wall signs are not permitted.
- B. PROJECTING SIGNS - may be attached to the building such that no portion of the sign extends lower than seven (7) feet above adjacent finished grade, nor may any portion extend beyond three (3) feet from face of building wall.
2. The sign face and structural support should be designed as a compatible unit and should be attached to the building in a manner which will not damage or interfere with the building character.
- C. FIGURATIVE SIGNS - signs which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, books, etc. are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified here.
- D. AWNING AND CANOPY SIGNS - such signs should be integrated into the design of the awning or canopy, subject to the following:
1. Sign area should be limited to fifty (50) percent of the total awning or canopy area.

2. Internal or "back-lit" illumination is not recommended.

- E. APPLIED WINDOW SIGNS - window signs must be applied or painted directly on to the glass, and should not exceed fifty (50) percent of the window area at street level, or twenty-five (25) percent of the window at the second floor.

1. Window signs may not be painted over an opaque background, in order to preserve transparency of the window.

- F. DIRECTIONAL, ALLEY AND SERVICE SIGNS - such sign should be discreet and integrated into the design of the building being served.

DESIGN INTEGRATION

In all cases, the location, style and detail of the sign should be compatible with, and reflect the spirit and quality of, the City of Fillmore's objectives for the Downtown Area, utilizing text, graphics and design features which promote the image of "small town America's Main Street."

- A. SIGN LIGHTING - Lighting should be considered as an integral part of sign design, and may be either internal or external, with the following considerations:

1. Where light fixtures are visible, they should be compatible in character with both the sign and the building design.

2. Outside lighting must be directional, and should be positioned such that no glare or hazard is created for onlookers.

B. RECOMMENDED MATERIALS

The following materials are recommended for use in signs displayed in the CBD:

1. Wood - carved, sandblasted, etched, and properly sealed, primed and painted, or stained.

2. Metal - formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion.

3. High density pre-formed foam or similar material - new materials may be very appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to compliment the architecture.

4. Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types.

5. Unique materials and designs which are not identified here, but which are compatible with the objectives of this Specific Plan may be considered, subject to review and approval by the Planning Director.



RAILROAD THEME AREA, LOOKING WEST TOWARD CENTRAL PARK



RAILROAD PROPERTY

CHARACTER AND SCALE OF THE RAILROAD PROPERTY

The Railroad Property was the site of the original Southern Pacific Railroad Depot, established to provide rail service to the local citrus industry. The property was only partially developed during its use by the rail road, and aside from the City's Central Park and some scattered industrial and auto service uses, has remained mostly undeveloped for nearly a century as the town has grown up around it. This Plan identifies several uses distinct from those of the CBD, and therefore establishes appropriate and differing design requirements for three separate portions of the Railroad property:



RAILROAD PROPERTY BUILDING DESIGN GUIDELINES

COMMERCIAL, BETWEEN CENTRAL AVENUE AND FILLMORE STREET

This portion of the Railroad Property is to be developed *consistent with the Design Guidelines for the Central Business District*. That is, in addition to the expanded Central Park, new buildings fronting on the East side of the park, west of Fillmore Street, should be developed with a *strong*

urban character compatible with important buildings of the CBD, such as the bank building at the corner of Central Avenue and Main Street and the Masonic Temple at the corner of Central and Sespe Avenues.

It is intended that the architecture of these two buildings should be compatible with the CBD while also serving as a demarcation and transition between the CBD and the Railroad theme development. Together the two buildings will frame a "gateway" at

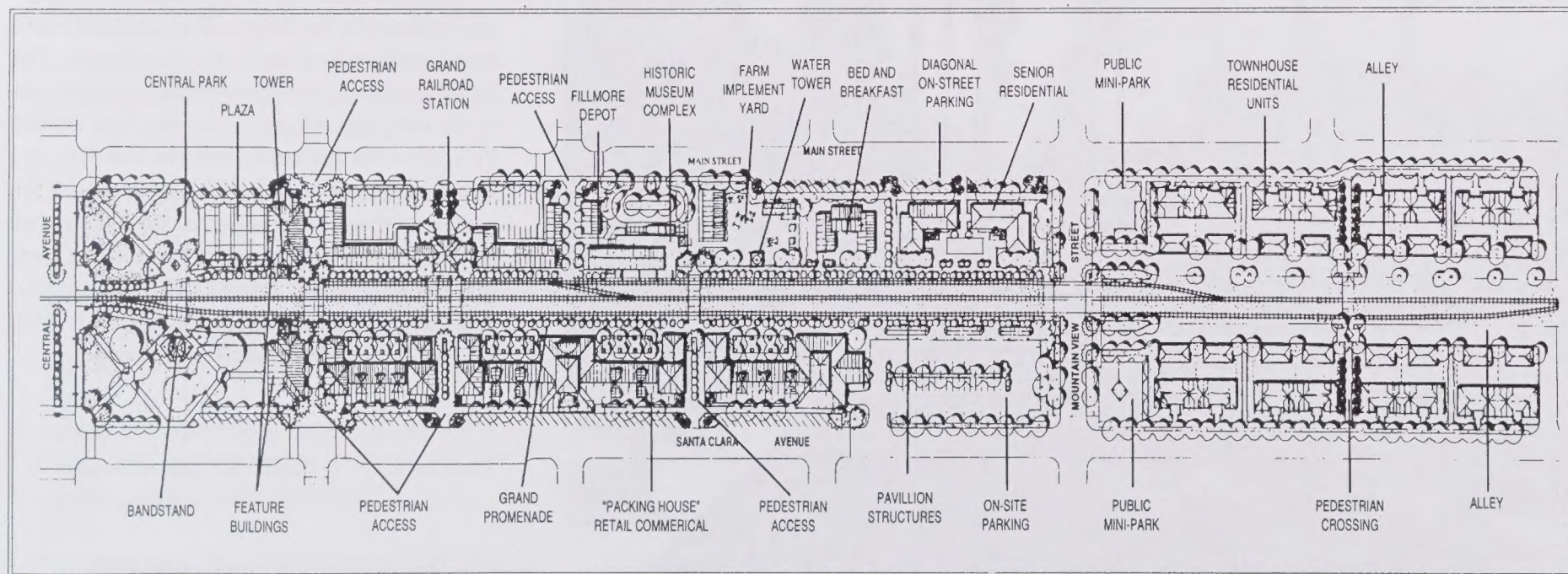
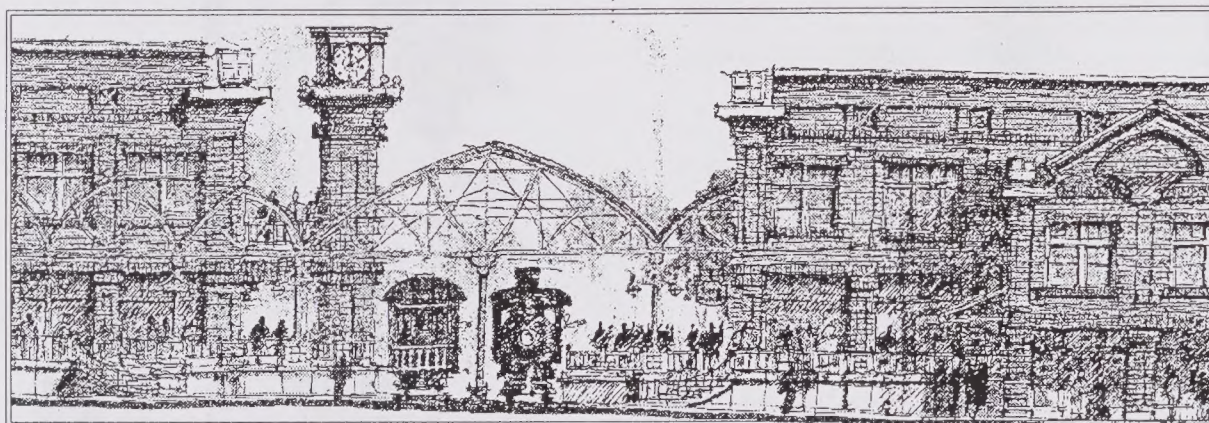


FIGURE 4.54

the Promenade into the Railroad Property development. As an important "urban marker" identifying this gateway, the building located on the northerly side of the tracks should incorporate a substantial tower element at the entry to the Promenade.

BUILDING DESIGN CRITERIA

To assure that buildings of an appropriate character and quality are achieved at this important location, the following Design Criteria should be applied to both buildings, in addition to the CBD Design Guidelines:

1. These buildings will be required to respond equally to the park frontage and to the Railroad Theme development to the east - that is, the property will be assumed to have two front property lines for build-to purposes;
2. The primary exterior building material should be of brick or other high quality masonry finish;
3. The buildings should be of identical or very similar design, sharing like proportions, details, materials and colors;
4. The floor to floor height should be a minimum of sixteen (16) feet.
5. Ample storefront and entries should be provided to encourage a high degree of pedestrian interaction with the buildings at street level, in accordance with the CBD Design Guidelines;



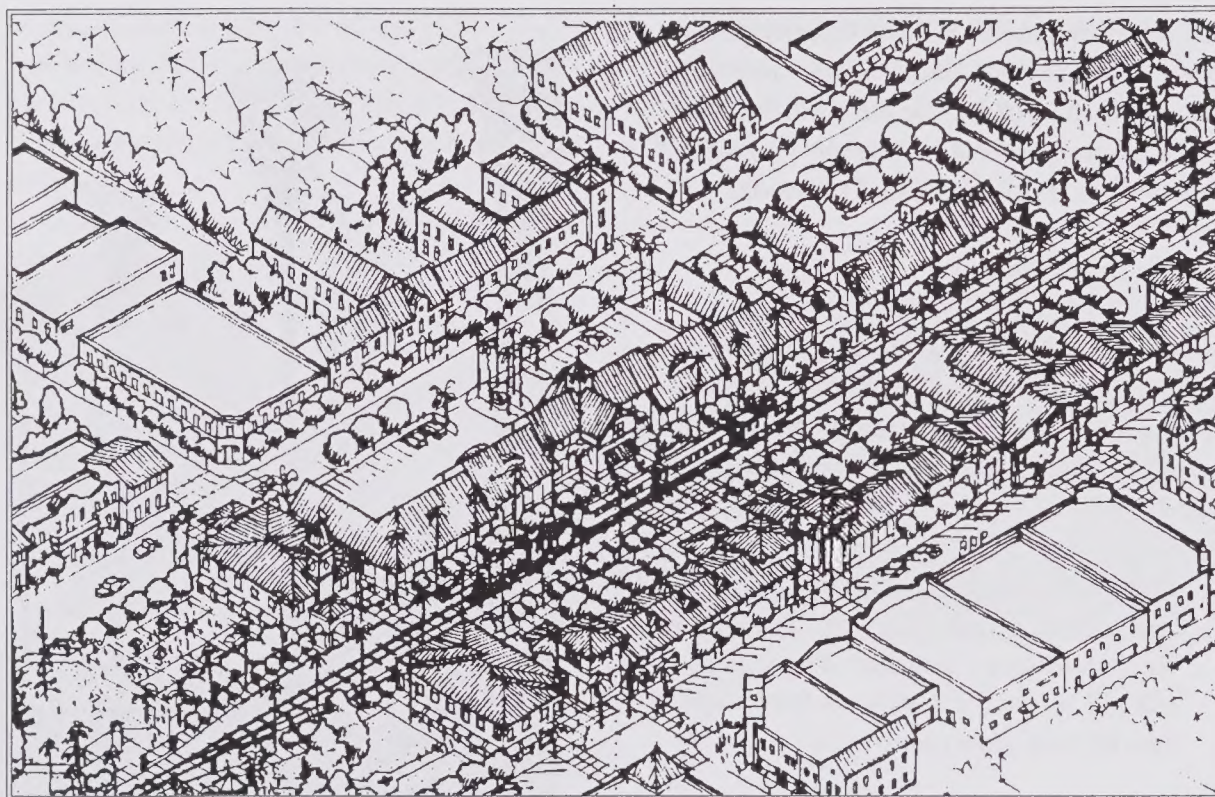


6. It is strongly recommended that the buildings be slightly raised above the park elevation, and that they utilize a "public" terrace as a transition between the activity of the park and that of the commercial uses at the buildings ground floors.

Refer to the CBD Design Guidelines for additional design criteria not addressed here.

COMMERCIAL AND VISITOR SERVING, BETWEEN FILLMORE STREET AND MOUNTAIN VIEW

It is a goal of this Specific Plan that this portion of the Railroad Property should be developed in a manner supportive of tourist and locally serving commercial uses centered on a "*Railroad-Oriented Design Theme*". Buildings within this portion of the property should provide a backdrop of railroad related architecture, reflecting an industrial or civic railroad character appropriate to the 1920's and 1930's small town character identified for the CBD. One building representing the "Grand Railroad Station" should present a prominent and highly civic appearance, very compatible with the CBD. Other buildings should emulate a more utilitarian or packing house character, not without detail and prominence, but of a simpler nature, as illustrated in the Railroad Property Design Guidelines below.

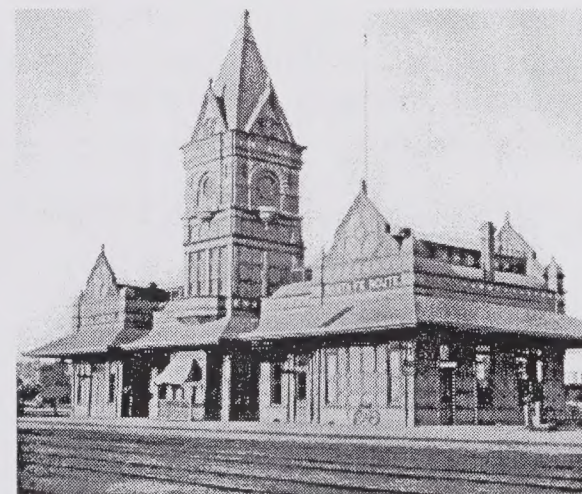


THE RAILROAD PROPERTY WILL BE DEVELOPED IN A MANNER CENTERED ON A RAILROAD ORIENTED DESIGN THEME

FIGURE 4.54

"GRAND RAILROAD STATION"

It is intended that this building become the focal point of the Railroad Theme development, and as such it should achieve the design importance of a civic building. The Concept Plan shows this building at the western edge of the Railroad Theme development, on the north side of the tracks. Here, the "Station" will serve to complete the transition from the CBD to railroad-oriented design. This will best be accomplished by requiring the specific design criteria below.



Building Design Criteria

1. The architecture of this building should closely resemble the character of the CBD buildings to the immediate west in material and detail, with the exception that pitched roof forms should be a dominant element of the design;
2. The main body of the building should be set back from the public street, as indicated on the concept plan, and aligned with other railroad-oriented buildings to strongly address the promenade.

3. The design should incorporate some form of covered outdoor "waiting area", oriented to the promenade;

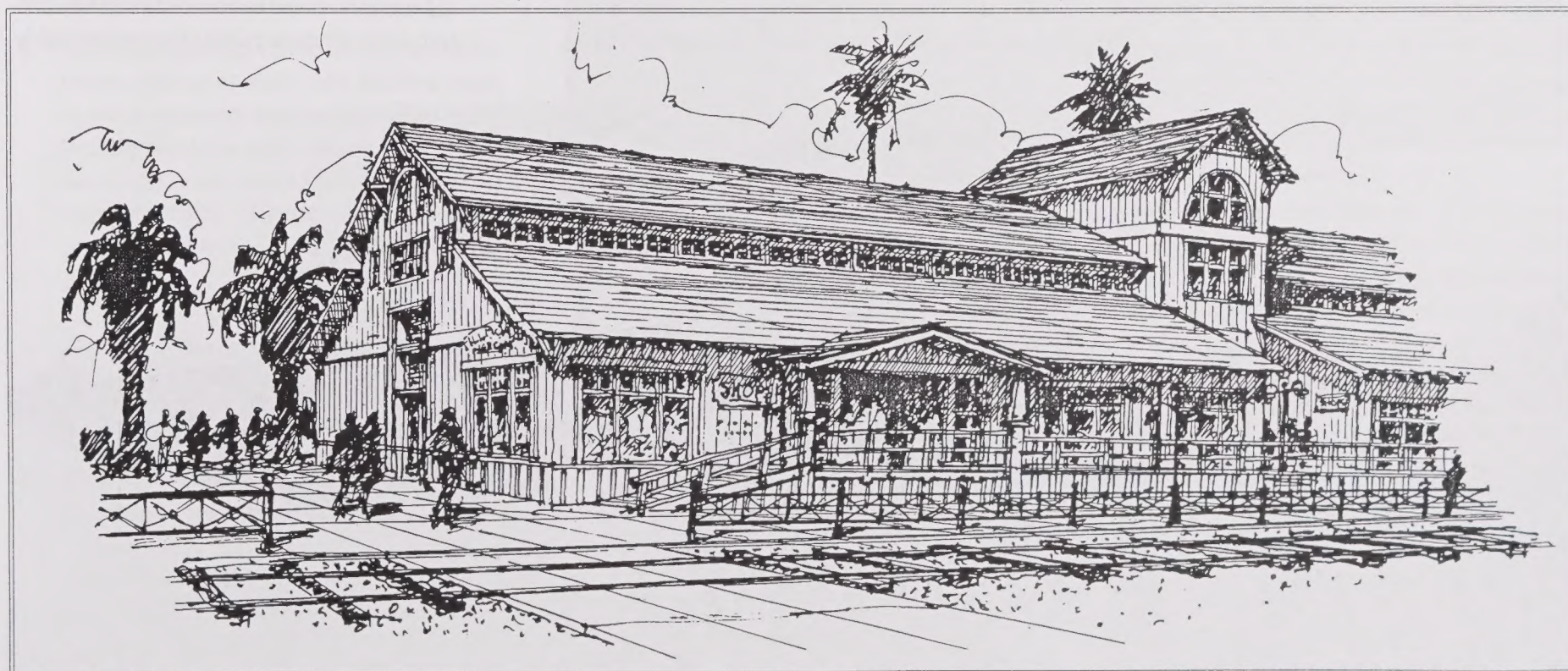
Refer to the CBD Architecture Design Guidelines for additional design criteria not addressed here.

"PACKING HOUSES AND SUPPORT BUILDINGS"

Unlike the buildings of the CBD, these buildings are to reflect the simple forms typified by the



THE OLD PACKING HOUSE AT RANCHO SESPE, NEAR FILLMORE.



"PACKING HOUSE" COMMERCIAL BUILDINGS ARE TO REFLECT THE SIMPLE FORMS AND CHARACTER TYPIFIED BY THE CITRUS INDUSTRY PACKING HOUSES.

FIGURE 4.56



citrus industry packing houses and other railroad support buildings, incorporating larger one and two story masses with pitched roofs, overhangs, and heavier more rustic detailing than will be found in the CBD. The design challenge is to successfully integrate the lively pedestrian commercial uses desired at the promenade level into this building type. There are several similar examples of successful projects which can be found throughout the United States. Buildings of the "Cannery Row" in Monterey, both new and restored originals, offer perhaps the most famous example of this unique blending of building type and use. The specific design criteria below should apply to all buildings, with the exception of the "Grand Railroad Station", within the Railroad themed area:

Building Design Criteria

The architecture of this portion of the property may best be typified by the style of the Fillmore Depot. Although it is intended that most other buildings will be larger, they will share the simple, rustic and functional aesthetic of broad eaves, exposed rafters, and clap board siding. The masses of building elements should be simple and voluminous, broken by occasional changes in wall plane and the provision of dock elements (actually usable decks, ramps, steps and landings).

Building design at the street level should provide the strongest pedestrian orientation inward, toward the promenade, by providing many entries,

windows, signage and other amenities to encourage pedestrian activity and exploration along the length of the promenade walk. However, building design must also assure that a high degree of architectural interest is provided at the perimeter of the project as well. This may be accomplished by including architectural design features such as entries, decks, eaves and overhangs, and by "announcing" pedestrian access points from the public street into the project with unique design treatment, wherever they occur. In addition, the following criteria should apply at street level:

1. On the Promenade frontage at least one building entrance should be provided every fifty (50) feet, although more points of access are highly



A FILLMORE PACKING HOUSE, 1930's

recommended, as they encourage a higher level of pedestrian activity.

2. On the public street frontage, buildings are not required to meet the "build-to" line of the CBD. Some variation, as suggested by the Concept Plan, is encouraged. Building entries or windows are encouraged to be provided as often as is practicable to provide public access and visibility for occupant businesses within.
3. Wall area between entrances should include ample amounts of storefront or display windows.
4. Storefront openings (the space or opening between columns or other solid building mass, in which storefront windows and/or doors are located) should be a maximum of twenty (20) feet in width. Storefront systems within these openings should be designed in substantial conformance with the CBD storefront design guidelines.
5. Features, such as gables, finials, dormer vents, etc. are encouraged where deemed appropriate to the character of the building design.
6. Highly prominent architectural features, such as towers and turrets should be reserved for buildings occupying key locations within the project, such as the point of connection for a pedestrian entrywalk or on axis with a perpendicular street.



RUSTIC PACKING HOUSE INTERIOR, 1930's.

7. Each building should be provided with an architectural "base" in accordance with the CBD Guidelines. In some conditions within the Railroad property, the building may actually be raised above the ground level to accommodate a loading dock, deck area, basement, etc. In such instances, the "base" becomes a skirting element to surround and screen the structure under the elevated building. Within the Railroad theme area, wood may be used as a base, provided it is appropriately treated and integrated into the over-all building design;
8. Service Entries are those entries which are not intended for use by the general public. The service entry should be designed to blend into the surrounding building facade, provided with simple detailing, trim and finish consistent with the character of the building, such that it should not draw particular attention to itself, but should remain attractive and easy to identify;
9. Where trash and or storage areas are provided in conjunction with service entries, such areas should be completely enclosed and screened from public view, by the use of walls, doors and gates designed in a manner consistent with the architecture of the buildings;



10. Exterior Building Materials should be selected based upon appropriateness to downtown Fillmore's early twentieth century character, the architectural style of the particular building, lasting beauty and durability of the finish. In addition to materials allowed in the CBD, wood siding is a permitted exterior wall finish material;
11. Window ratio - the amount of window, other than storefront systems, at street level should occupy between 50% and 60% of the wall area. Above the street level this ratio should fall to between 30% and 50%, depending upon building style and other architectural criteria;
12. Materials for window sash and frame may be of wood or metal, painted or otherwise finished to provide a durable and long lasting surface. Where divided windows are desired, true-divided lites are strongly recommended. "Snap-in" type mullions or grilles which simulate this appearance are not permitted;
13. Clear glazing is preferable, especially where street level display is the objective. Where tinted glazing is used, the tint should be kept as light as possible. Dark windows create the impression of emptiness;
14. Reflective or mirrored glazing is not permitted;
15. Pitched Roofs are required in this portion of the Railroad Property. Roof planes should ter-

minate with detailed eaves, utilizing eave molding, shaped rafter tails or other means of termination appropriate to the architecture of the building;

16. Dormer type roof elements may be incorporated into sloped roof designs, especially where such roof area occupies a substantial percentage of the buildings linear frontage;

17. Mansard type roofs should be avoided;

18. Acceptable Roofing Materials include:

- a. Concrete tile: commercial grade, of a color and style complimentary to the building design.
- b. Metal seam: standing seam or batten seam, natural copper, anodized or factory



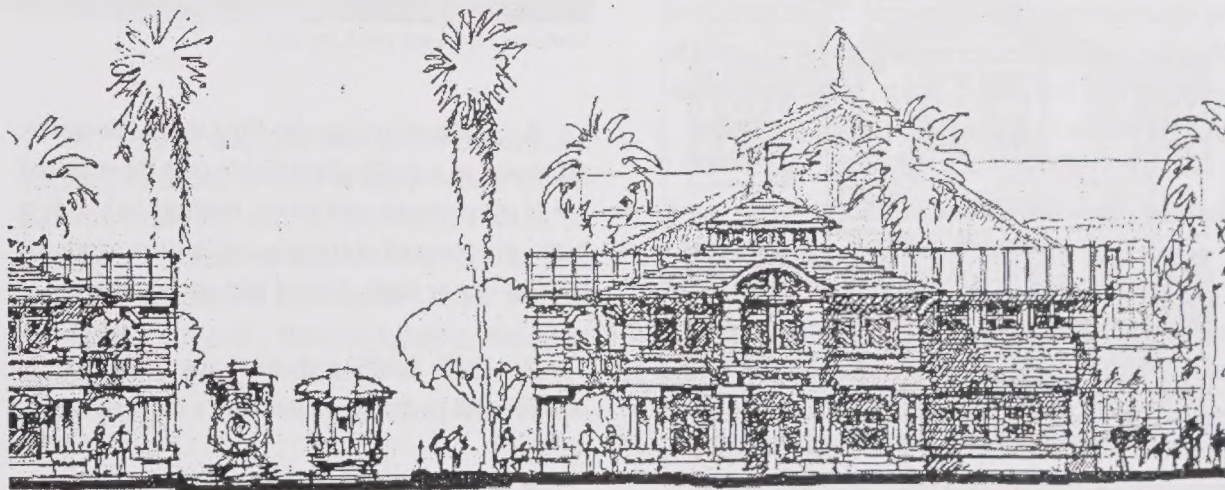
RAILROAD THEME COMMERCIAL BUILDING

coated finishes. Painted metal roofing is not recommended.

- c. Higher grade composition shingles with "dimensional thickness".
19. "Flat roof" areas should be detailed and of a material to provide a clean, uniform appearance from windows of adjacent buildings.
 20. Building Accessories and Details - There are a number of design elements which may be incorporated into the building design, especially at street level, in order to add to the experience of the pedestrian while meeting important functional needs as well. Refer to the CBD Design Guidelines for a list of accessories and details recommended for inclusion in these buildings.



A RAILROAD HOTEL, LATE 1800'S





21. Exterior Color Design - Exterior colors play an important role in the way we perceive a building and its details. Colors can be used to draw attention to specific parts of a building, such as entries. Color can also be used to mask or diminish the visual importance of a particular feature, for instance a service area, simply by altering colors, or the contrast between surfaces and details, in a certain area. In general, contrast (light against dark or dark against light) will call for your attention, for better or for worse. Refer to the CBD Design Guidelines for specific recommendations on color treatment.

RESIDENTIAL, EAST OF MOUNTAIN VIEW

The Specific Plan has identified a specific residential type, townhouses, for this portion of the Railroad Property. In addition, the Plan has identified Craftsman style architecture as appropriate for this residential development. These guidelines identify some key design elements which should be considered in the project design to assure compatibility with the City's over-all Design Objectives.

BUILDING DESIGN CRITERIA

1. Building Mass and Organization - all multi-unit buildings should be designed to be compatible with the adjacent and nearby neighborhoods to the north, utilizing, or incorporating strong reference to, traditional craftsman scale, detail and materials, as identified below.



EACH DWELLING SHOULD BE CLEARLY EXPRESSED.

FIGURE 4.5



CRAFTSMAN DETAILS ARE SIMPLE AND BOLD.

2. Each individual dwelling should be clearly expressed as a single identifiable unit through the use of pronounced roof forms, changes in building mass, pronounced entryways and feature windows, such as bay or large divided picture windows.
3. Each dwelling should have a front porch, covered and partially enclosed by a decorative rail.
4. Building setback should be between twelve



GARAGES WILL BUFFER PRIVATE YARDS FROM PUBLIC ALLEY.

and twenty-five feet from back of sidewalk. The resulting front yard should be defined by means of decorative low wooden fence or hedge, and provided with a gate and/or entry arbor.

5. Traditional elements, such as columns, exposed eaves, trellises, decorative chimneys and dormer windows should be incorporated into the design.

6. Acceptable materials include:

Exterior walls: wood siding, stucco, brick masonry, stone

Roofs: fiberglass composition roof shingles (higher quality, "dimensional" material only).

Windows: wood or metal, finished in white or other non-metallic finish, and provided with wood trim and detailing traditional to craftsman design.



CRAFTSMAN STYLE TOWNHOUSES CONSTRUCTED 1991, SANTA ANA, CA.

7. Windows should be inset from the face of the exterior wall a minimum, of three inches to provided the visual relief of a traditional wood window. Window opening proportions should be square or vertical, NOT horizontal.

8. Garage structures should be designed utilizing materials and details substantially similar to the main structure. No more than two, two-car garages may be combined in each building, for a maximum building length of forty-five feet.

9. Private rear yard area will be defined and enclosed by means of walls or fences which are designed compatibly with the craftsman style in either wood or masonry construction. A rear gate should be provided to provide alley access directly from each rear yard. Exterior lighting should be provided at each gate.



PORCHES DEFINE ENTRY AND OWNERSHIP



RAILROAD PROPERTY ARCHITECTURAL LIGHTING GUIDELINES

Lighting should be considered as an integral part of building design. Proper lighting design will have a positive effect on the building and its users, as well as help to promote a safe and enjoyable nighttime pedestrian environment in the downtown core.

TYPES OF LIGHTING

Within the Railroad Property project area there will be a need for several exterior lighting types:

1. Area Lighting - for public and private parking lots, alley ways, parkways and walks. Such lighting should be set in a manner that assures maximum lighting benefit without allowing stray light to intrude into windows of nearby residents or to create glare problems for nearby automobile traffic.
2. Ornamental Lighting - not intended to light large areas or wall surfaces. Ornamental lighting plays an important role in bringing visual life to streets at night. Colors, finishes and design of ornamental lighting should be compatible with the design characteristics of the architecture.

3. 'Hidden Source' Lighting - for certain prominent architectural features, hidden source lighting can be used to create dramatic effects, illuminating towers or other unique architectural characteristics. Such lighting can be concealed in soffits, behind ledges or parapets, or even set into landscape areas with the light directed at the desired element to be highlighted.

DESIGN INTEGRATION

It is recommended that a lighting design professional be consulted as an integral part of the design process for determining types and intensities of lighting to be used. In addition, the following 'rules of thumb' should apply:

1. Use the minimum brightness necessary for illumination of large areas.
2. Use brighter, more intense lighting to highlight architectural features and focal points.

MATERIALS

Lighting fixture materials should be compatible with the design objectives of this Specific Plan.

1. Where lighting is mounted to a building, its materials, finishes and colors should complement and coordinate with those of the building.

2. Recommended Lighting Glass and Globes include:

- a. clear acrylic or polycarbonate with fresnal patterns;
- b. borosilicate glass;
- c. translucent clear-frosted or white acrylic or polycarbonate globes.

3. Glass and Globes which are *not* recommended:

- a. clear or tinted smooth finish acrylic or polycarbonate globes;
- b. any dark-tinted or mirrored glass diffusers

4. Recommended lamp types include:

- a. color corrected high pressure sodium (HPS);
- b. color corrected metal halide (3,000 degrees K);
- c. color corrected fluorescent (2,700 -3,000 degrees K).

5. Lamps which are *not* recommended include:

- a. Standard "peach" high pressure sodium;
- b. low pressure sodium;
- c. standard mercury vapor;
- d. non-color-corrected, standard fluorescent.

It is recommended that a professional lighting consultant be involved in the project where business success can be greatly assisted by quality lighting and display.



RAILROAD PROPERTY SIGN GUIDELINES

These guidelines are intended to encourage excellence in signage, as a communication tool and as an art form, to attract customers, make a statement about the quality of the businesses represented, and to contribute positively to the overall quality of the downtown core. Businesses are encouraged to use signage in a manner that will clearly express the spirit of their unique enterprises while at the same time enriching the visual life of the downtown street for everyone.

Note: Refer to City of Fillmore's CBD Zoning Standards for specific requirements and allowable sign area.

TYPES OF PERMITTED SIGNS

The following sign types are permitted within the Railroad Property Theme Development area:

A. WALL SIGNS

Wall signs should be located on the building face in an area specifically intended for signage, or where such signage will appear integral to the building design. Such signs may be as follows:

1. Flush-mounted - attached panel or individually mounted letters.
 - a. such signs should not block or cover any significant architectural features or details of the building.

2. Painted - applied directly onto the building face in an appropriate location.

3. "Can" or cabinet type wall signs are not permitted.

B. PROJECTING SIGNS, MARQUEES

Projecting signs and marquees may be attached to the building such that no portion of the sign extends lower than seven (7) feet above adjacent finished grade, nor may any portion extend beyond three (3) feet from face of building wall.

1. Projecting signs may be directly attached to the building face, or suspended from decorative brackets, as illustrated in Figure 4.52.
2. The sign face and structural support should be designed as a compatible unit and should be attached to the building in a manner which will not damage or interfere with the building character.

C. FIGURATIVE SIGNS

Signs which advertise the occupant business through the use of graphic or crafted symbols, such

as shoes, keys, glasses, books, etc. are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified here.

D. AWNING AND CANOPY SIGNS

Such signs should be integrated into the design of the awning or canopy, subject to the following:

1. Sign area should be limited to fifty (50) percent of the total awning or canopy area.
2. Internal or "back-lit" illumination is not recommended.

E. APPLIED WINDOW SIGNS

Window signs must be applied or painted directly on to the glass, and should not exceed fifty (50) percent of the window area at street level, or twenty-five (25) percent of the window at the second floor.

1. Window signs may not be painted over an opaque background, in order to preserve transparency of the window.

F. DIRECTIONAL, ALLEY AND SERVICE SIGNS

Such sign should be discreet and integrated into the design of the building being served.



G. MURALS

Murals will be allowed only on blank side walls of buildings, and are subject to review and approval of the Planning Director.

H. ROOF SIGNS

Roof signs will be permitted on limited buildings within the Railroad Property, only where such sign can be shown to specifically add to the total project quality and image. At this time one roof sign of substantial size is anticipated to be incorporated into the design of the primary "packing house" commercial building, subject to the following criteria:

1. The sign shall identify the official name of the Railroad Property project, as approved by the City of Fillmore;
2. The height of the sign characters is anticipated to be approximately 6 feet, but such height may be increased or decreased as determined appropriate by the Community Development Department.

DESIGN INTEGRATION

In all cases, the location, style and detail of the sign should be compatible with, and reflect the spirit and quality of, the City of Fillmore's objectives for the Downtown Core, utilizing text, graphics and design features which promote the image of "small town America's Main Street."

A. SIGN LIGHTING

Lighting should be considered as an integral part of sign design, and may be either internal or external, with the following considerations:

1. Where light fixtures are visible, they should be compatible in character with both the sign and the building design.
2. Outside lighting must be directional, and should be positioned such that no glare or hazard is created for onlookers.

B. RECOMMENDED MATERIALS

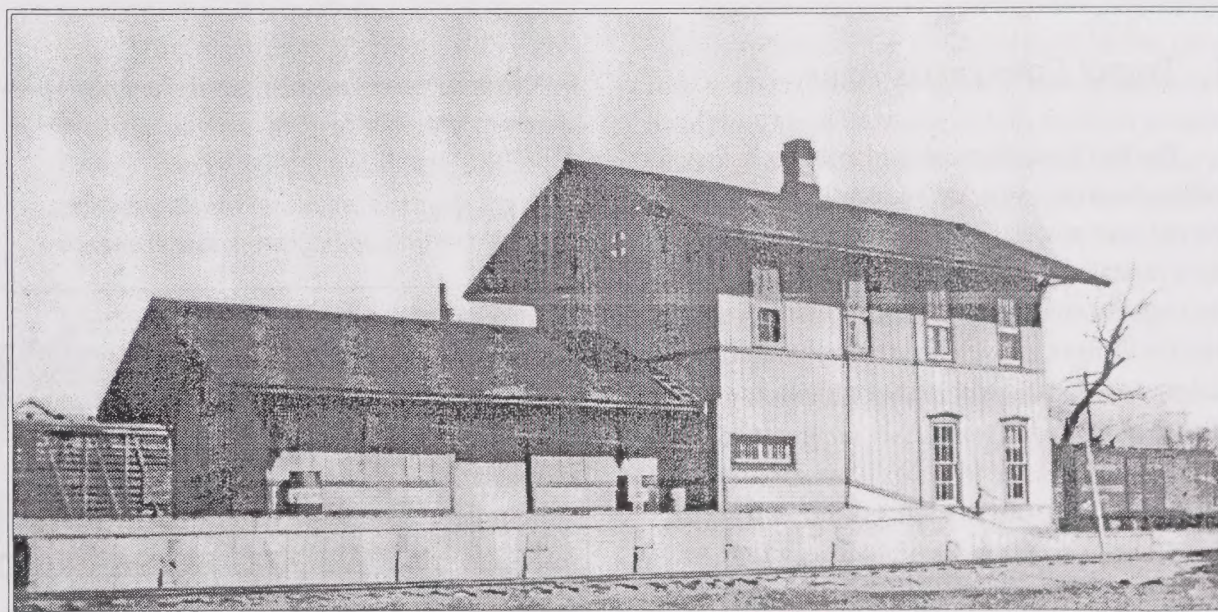
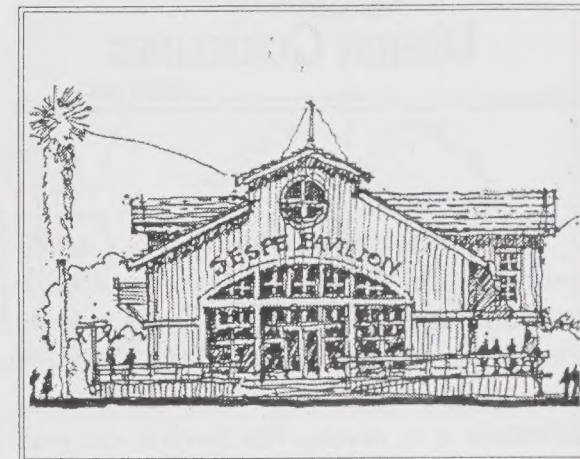
The following materials are recommended for use in signs displayed in the CBD:

1. Wood - carved, sandblasted, etched, and properly sealed, primed and painted, or stained.



ONE ROOF SIGN OF SUBSTANTIAL SIZE IS TO BE INCORPORATED INTO THE DESIGN OF THE "PACKING HOUSE" BUILDINGS FOR PROJECT IDENTIFICATION.

2. Metal - formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion.
3. High density pre-formed foam or similar material - new materials may be very appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to compliment the architecture.
4. Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types.
5. Unique materials and designs which are not identified here, but which are compatible with the objectives of this Specific Plan may be considered, subject to review and approval by the Planning Director.



A STATION WITH FREIGHT BUILDING AND DOCK



RAILROAD PROPERTY LANDSCAPE DESIGN GUIDELINES

The rail road has been identified as a significant element in Fillmore's history and as such, thematic development within the rail road property provides the opportunity to celebrate Fillmore's Heritage. The intent of these Landscape Design Guidelines is to develop this historic rail road theme. Generally, The Rail Road Property Landscape Design Guidelines are a more refined and detailed application of the CBD Streetscape Standards and Guidelines.

1. THEME COMMERCIAL AREA

The Rail Road theme should reach its hallmark within this area. Adjacent residential areas within the rail road property should reflect the theme in a more restrained manner. A primary goal is to create a quality environment which will be an attraction for visitors, provide for the community's social needs and instill within the community a sense of civic pride.

A. GENERAL DESCRIPTION

The Theme Commercial area is bordered by Central Park, Main Street, Santa Clara

Street, and Mountain View Street. Primary pedestrian zone circulation in this area is provided by the pedestrian Promenade. Access to the promenade is via Central Park, parking lots, on-street crossings and pedestrian street crossings. All these areas are considered secondary pedestrian zones to be provided with landscape treatments which guide the pedestrian to the Promenade, the primary pedestrian zone.

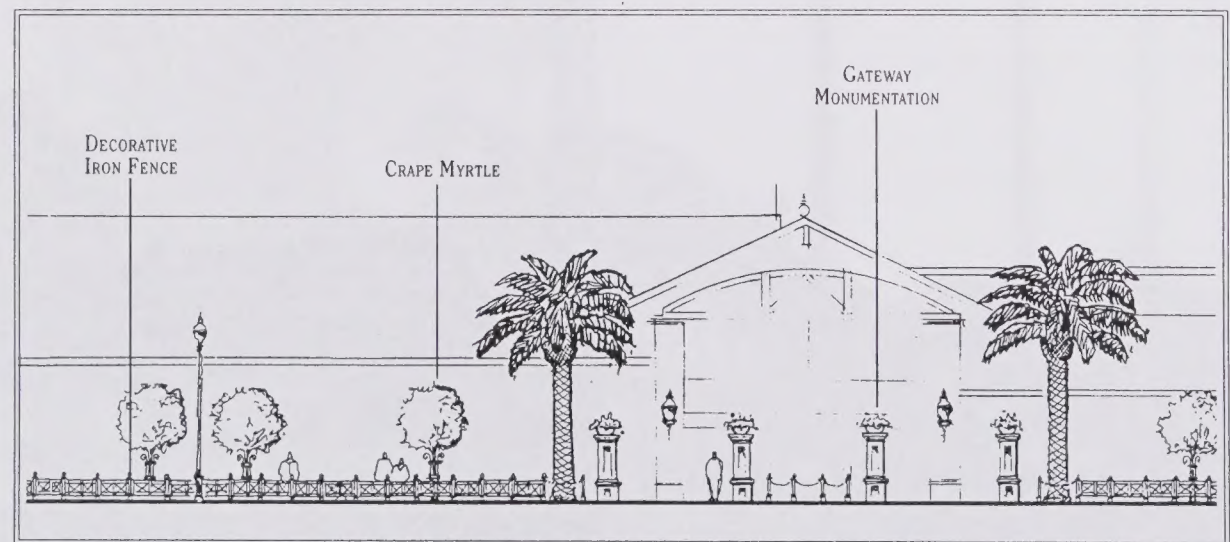
B. PEDESTRIAN ZONES

Special attention needs to be given to the Promenade. This primary pedestrian zone, along with Central Park, is to be given the richest level of landscape development.

1. Primary Pedestrian Zone - The Promenade, in conjunction with Central Park, functions as the

ultimate of pedestrian spaces in the CBD. Design materials utilized are to be the richest of those used throughout the CBD. The design composition should be at the highest level within the Theme Commercial area. Sensitive development of the rail road theme is to be achieved through the use of turn of the century materials such as iron and brick.

2. Secondary Pedestrian Zone - These areas provide pedestrian access to the Promenade and are subordinate in design and detail development. These zones are to have a supportive role to the Promenade. Design materials should be consistent or complementary to those used on the promenade. They should also respond to the specific buildings and activities while supporting the strength of the overall theme.



RAILROAD THEME DEVELOPMENT ELEVATION AT PRIMARY PEDESTRIAN CROSSING

FIGURE 4.54

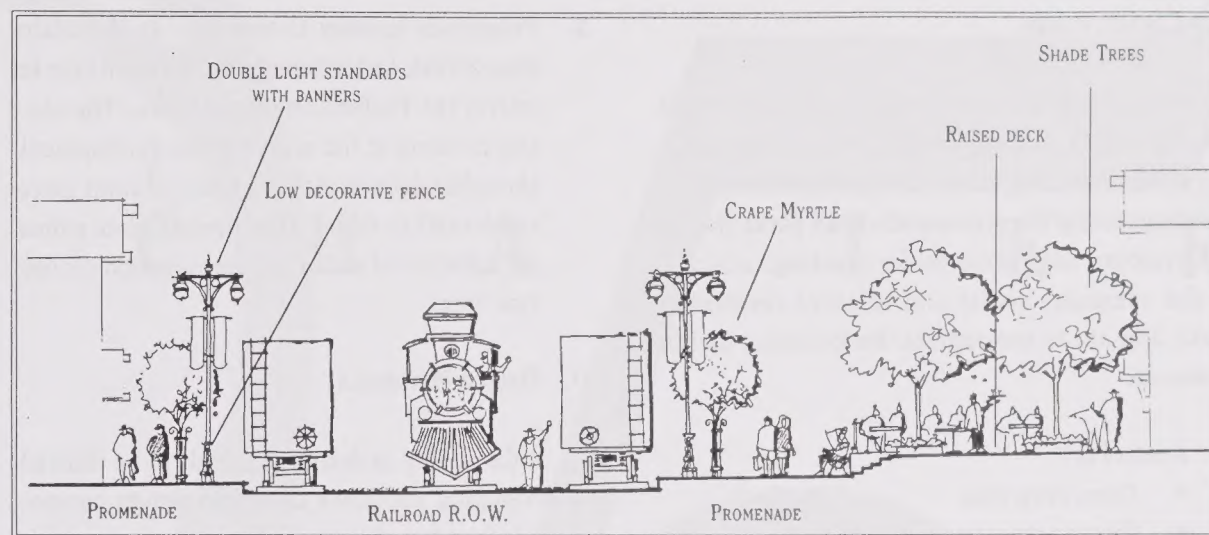
C. GATEWAYS

1. Primary Gateway - The development of primary gateways should occur at pedestrian crossings of the railway. These gateways should reflect those described for the CBD in chapter 5. These nodes along the promenade should be defined with thematic columns, specimen palms, enriched paving and bollards, per these guidelines.
2. Secondary Gateway - Points of intersection between secondary pedestrian zones and the promenade, perimeter streets, and parking areas should be developed as gateways. The level of development of these areas should be more restrained than the primary gateway.

D. DESIGN MATERIALS

The previously described design components should be detailed with materials consistent with the historic fabric of Fillmore, as identified in the Building Design Guidelines of this Specific Plan. These design materials are also described in depth in chapter 5. The following materials are to be used in the Rail Road Property Theme Commercial Area:

1. Fencing along the Railway - Three foot high wrought iron fencing separates pedestrians from the track area and provides the opportunity for thematic detailing. Care should be taken to integrate the fencing with the other design materials of the promenade especially bollards, light standards, and tree arbor guards.



CROSS SECTION THROUGH RAILROAD DEVELOPMENT LOOKING EAST

FIGURE 4.55

2. Promenade Tree Planting - Crape myrtle with arbor guards should be paired around light standards provide a human scale and seasonal color. This planting is alternated with a colonnade of Mexican fan palms which provide a dramatic skyline element defining the area. Canary island date palms should be utilized at primary gateway locations to provide the gateways with a monumental quality.

Southern magnolia trees may be substituted for the Canary island date palms. The pros and cons of 'using palms in this area must be given serious consideration as they can present significant problems for movie filming, since this activity often aims to create the illusion of other regional environments where palms would not be located.

2. RESIDENTIAL AREA

Separated from the theme commercial area by Mountain Avenue, the residences within the railroad property should be given a sense of continuity of the Theme Commercial Area through proper landscape development. In addition to providing a sense of continuity, the landscape is to be residential in scale.

A. GENERAL DESCRIPTION

The railroad property residential area is bordered by Mountain View Street, Santa Clara Street and Main Street. Vehicular access to garages is adjacent the railway right of way. Corner parks along Mountain View Street provide a physical and visual buffer from the Theme Commercial Area.



B. CORNER PARKS

These parks are to be located on the north and south sides of the railway and provided with a crossing to thematically mirror the pedestrian railway crossings along the promenade. Both parks should be developed with dense buffer plantings adjacent to the vehicular access and adjacent residential units, and are to incorporate the following design elements:

1. North Park

- Open lawn area
- Picnic arbor structure with tables and turn of the century detailing

2. South Park

- Open lawn area
- Pavilion with benches and turn of the century detailing
- Tot lot

C. PEDESTRIAN ZONES

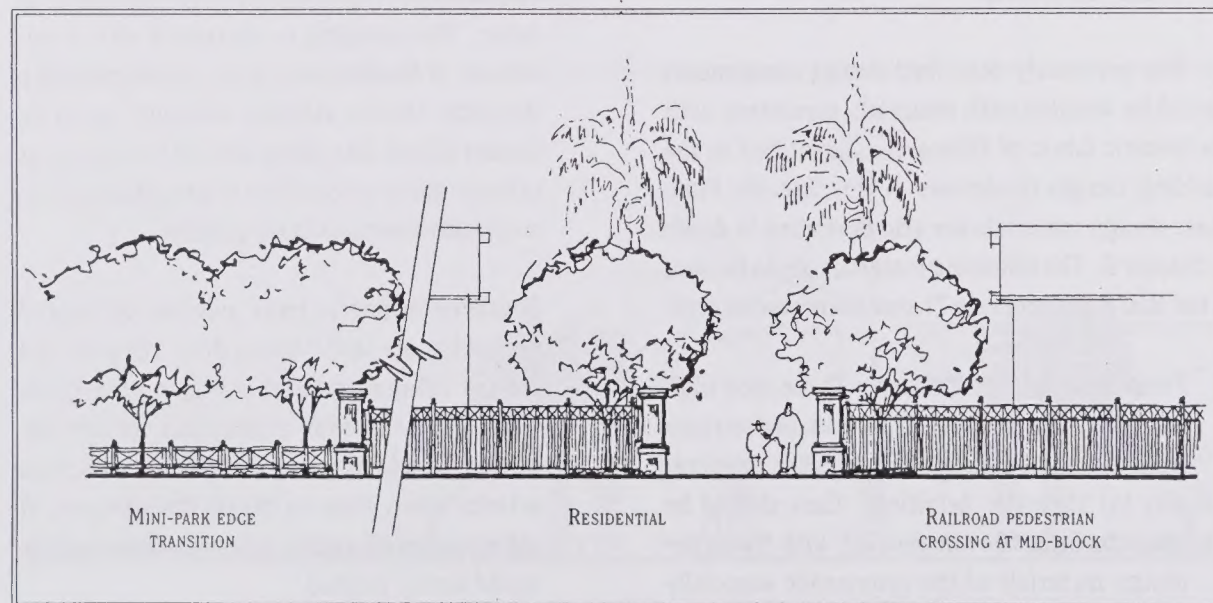
1. Sidewalk Development - Where space allows, as determined by the City Engineer, parkways are to be incorporated. A dense planting of a consistent canopy trees should be provided in the parkway. Where space is limited, the trees should be planted in tree wells. Foundation plantings should complement the street tree plantings, incorporating tree and shrub plantings which help to create a pleasant pedestrian experience.

2. Pedestrian Railway Crossings - At Mountain View Street, Landscaping improvements are to mirror the Theme Commercial Area. The central crossing at the center of the development should be defined with thematic columns more residential in scale. The thematic date palms are substituted with a less monumental canopy type tree.

D. DESIGN MATERIALS

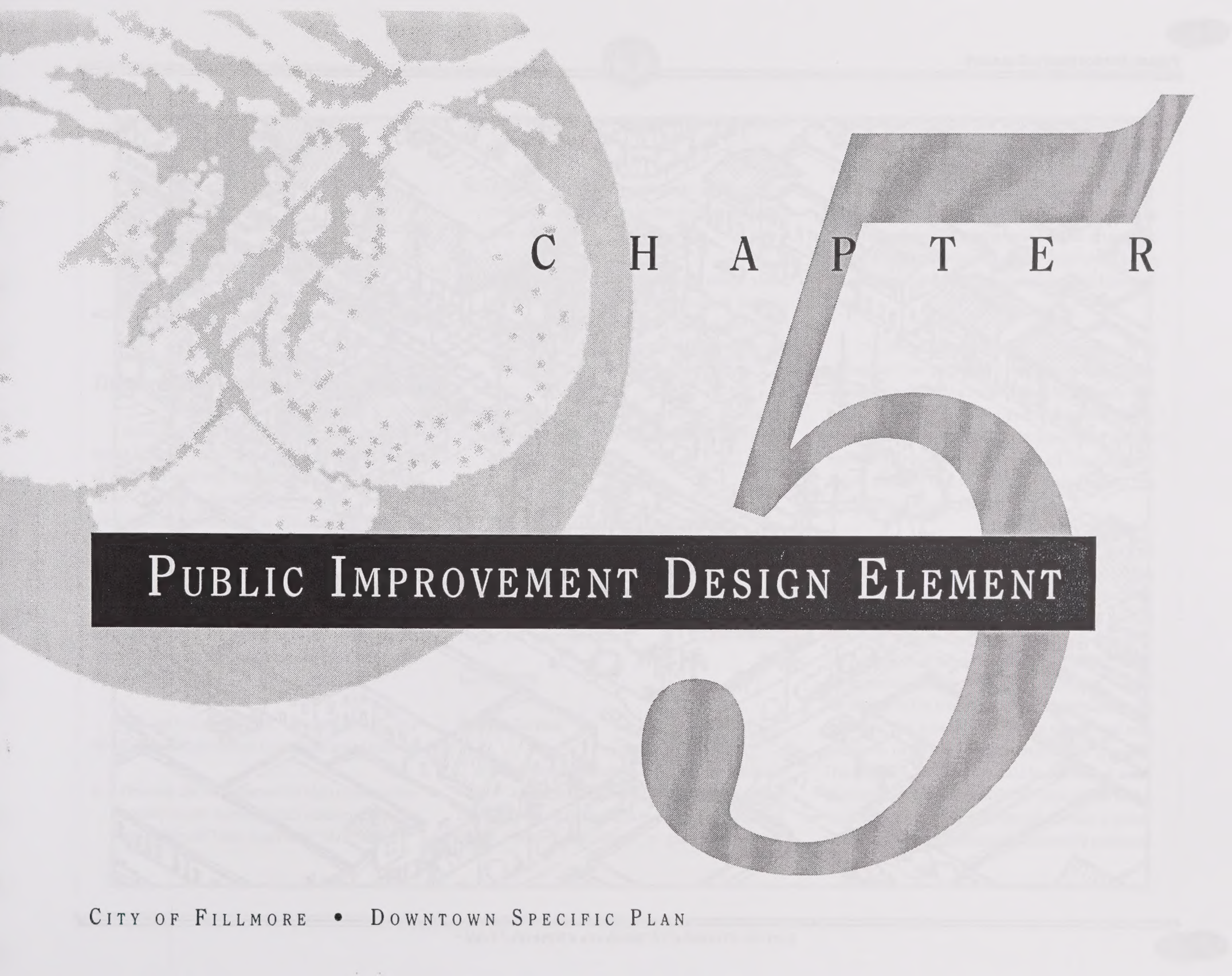
A discussion of design materials to be utilized in developing the above described design components is found in chapter 5. The following materials are to be used in the Residential Area within the Railroad Property:

1. Fencing along the Railway - Starting at Mountain View Street, three foot high wrought iron fencing is to run adjacent to the railway between the thematic columns, separating the parks and the Rail Road right-of-way. At the end of the vehicular gateway of canopy trees, thematic columns are to provide a transition to the six foot high wrought iron fencing separating the Rail Road from the residential alley. This 6 foot fencing continues to the central pedestrian crossing and then beyond to the end of the property. The fencing should be detailed to match that used in the Theme Commercial Area.



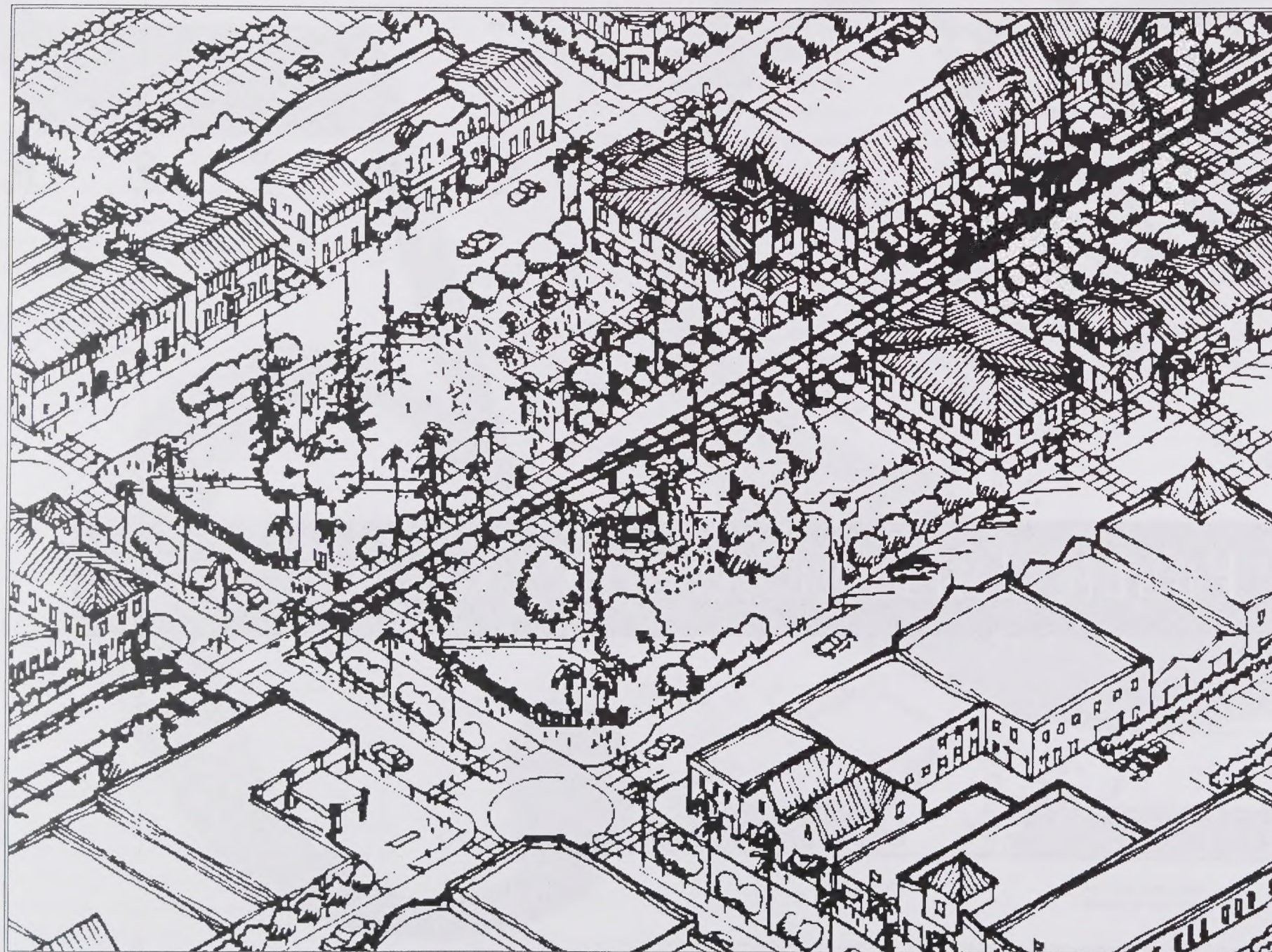
RESIDENTIAL CROSSING, LOOKING NORTH

FIGURE 4.56



CHAPTER

PUBLIC IMPROVEMENT DESIGN ELEMENT





STREETSCAPE STANDARDS AND GUIDELINES

DESIGN VISION AND OBJECTIVES

Development of the streetscape within the CBD needs to solve identity problems through the use of gateways and well defined pedestrian thoroughfares. Thematic development of these civic elements, must be sensitive to Fillmore's heritage as a small town centered around the citrus industry. The rail road has also been a key element in Fillmore's history and as such it should be celebrated within the CBD streetscape. These landscape guidelines are intended to aid in the development of design themes which are consistent with Fillmore's heritage.

The primary design objectives of the Streetscape Standards and Guidelines are as follows:

1. Promote the development of high quality community street scenes which reinforce the image of "Small Town America's" Main Street.

2. Ease tensions between pedestrian and vehicular traffic.
3. Employ landscape treatments which screen negative views and enhance or enframe positive views.
4. Encourage the creation of high image visual elements which identify the primary gateway (the intersection of Central Avenue and Highway 126) and develops a sense of hierarchy and continuity with secondary gateways.
5. Promote the establishment of landscape themes which unify various areas and building types in the CBD.

The overall vision of the CBD has been organized by a system of hierarchy which establishes a level of importance for the various components. This hierarchy consists of Primary and Secondary Gateways, Primary and Secondary Pedestrian Zones and Important Intersections.

GATEWAYS

PRIMARY GATEWAY

The primary gateway occurs at the intersection of Central and Highway 126. This link between the CBD and Highway 126 is presently identified by the Fillmore sign which, as good looking as it

is, still fails to define this major point of entry. To let people know that there is something beyond, along Central, the Primary Gateway must be something of distinction announcing a point of arrival. It should function as a landmark element at the key point of entry from the major traffic artery. The existing Fillmore sign or a new sign must be an integral part of a complete design for this intersection.

The street corners provide the opportunity to announce the presence of Fillmore. Landscape treatments should be bold relating to highway traffic yet refined in detailing at the pedestrian level. Materials such as paving, light standards, planter walls, bollards, trees and shrubs all should be selected and laid out so as to emphasize this as the primary gateway to Fillmore.

Landscape treatments along Highway 126 play an integral part of the design and success of the primary gateway as a visual element which draws visitors into the CBD. Currently a number of mature palms exist along the Highway 126 approach to the proposed primary gateway. Unfortunately the dramatic nature of these palms tends to lessen the impact of the primary gateway. Landscape treatments on the approach should be simple and secondary in nature to the treatment at the gateway. The approach landscape should have a strong sense of greenery contrasting with the appearance of the rest of Highway 126. This would provide a pleasant foreground announcing the gateway's presence.



SECONDARY GATEWAY

Internal gateways are significant points of entry to the CBD located away from Highway 126. External secondary gateways are located along Highway 126. The internal gateways occur at intersections and link the CBD to central park and the north end of town. External secondary gateways punctuate Highway 126 and help to identify Fillmore's CBD for thru-traffic.

Internal gateways provide the opportunity to reintroduce theme elements, however care should be taken to provide a sense of hierarchy with the primary gateway. These spaces should be designed

to celebrate the pedestrian and to slow down vehicular traffic. External gateways should be detailed with theme elements in a manner which is easily recognizable by Highway 126 traffic. The design should support the primary gateway and not compete with it. Care should also be taken to buffer the pedestrian from Highway 126 traffic.

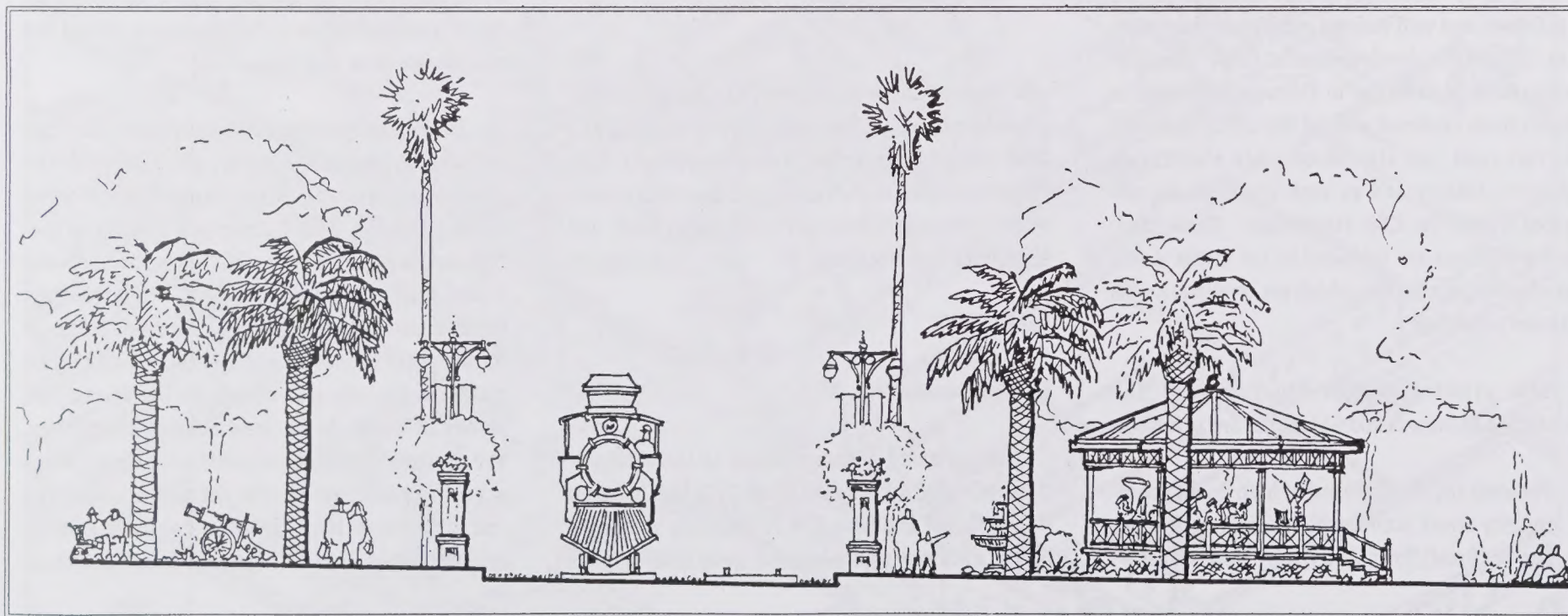
PEDESTRIAN ZONES

PRIMARY PEDESTRIAN ZONE

Crucial to the downtown experience these pedestrian circulation spaces provide continuity and the "Small Town" identity for the CBD streetscape scene.

Existing Improvements - Currently this zone is isolated to Central Avenue between Main and Sespe. Recently renovated, this street scene provides a positive pedestrian experience. This street scene should be reflected in the expansion of this zone south to Highway 126. Care should be taken however in the expansion of this zone to avoid some of its negative aspects. The main problem is a visually cluttered appearance. This may be corrected in the expansion by:

- a. Reducing the quantity of pre-cast planters and selectively re-focusing their use at key locations such as entries or gateways.



CENTRAL PARK LOOKING EAST



- b. Creating a better integration of raised planting areas with the sidewalk and curb.
- c. Simplification of the plant palette and the use of bold plant materials and planting concepts achieved by mass plantings.
- d. Simplification of paving patterns. Encourage the use of paving materials to define areas such as entries, corners and crosswalks rather creating individual compositions on the ground that do not relate to the hierarchy of the design.

Expansion - Currently Central Avenue between Main and Highway 126 functions as a secondary pedestrian zone. It lacks the definition of Central Avenue between Sespe and Main streets. In order to link the CBD to Highway 126, this southern section of Central needs to be upgraded to a Primary Pedestrian Zone.

Design - Design objectives for the upgrade of this section would be as follows:

- a. Create a greater sense of separation between pedestrian and automobile by:
 - 1. Supplementing the existing street tree planting of Queen Palms with a canopy tree planting.
 - 2. Provide raised planters with mass plantings.

- b. Develop a strong sense of continuity between existing and new construction by:

- 1. Repeating landscape elements such as paving and wall materials, light standards, and plant materials.
- 2. Integrating the detail of the above elements with the existing details. Care should be taken, however, to avoid the undesired quality in the existing created by the over use of unrefined detailing.

- c. Establish landscape patterns and themes which respond sympathetically to those established in the existing streetscape and building masses. These rhythms should be strong enough to unify the diversity along Central and lead the visitor into the CBD.

- d. Develop space allocations which discourage excessive vehicular speed and provide pedestrians with a safe and comfortable environment within which to casually stroll. This could be achieved by:

- 1. Expanding pedestrian zones at corners. This funneling effect of vehicular traffic at intersections would reduce vehicular speeds within the CBD.
- 2. In order to develop a street scene which provides a positive pedestrian experience emphasizing socializing walkways should

have a minimum width of 10' including space allocation for street amenities such as trees, lights, furniture etc.

SECONDARY PEDESTRIAN ZONE

Location - All pedestrian zones within the CBD not identified as primary pedestrian zone shall be defined as secondary pedestrian zones.

Function - The primary function of these zones is to provide for pedestrian circulation to and from and within the CBD.

Design - The design of these zones should be subordinate to the primary pedestrian zones. There detailing should incorporate elements from the primary pedestrian zones in order to provide continuity within the CBD. In general however, these zones should be less urban and more landscape oriented. The development of well defined street tree plantings is crucial to the success of these zones. Care should be taken to integrate these zones with the secondary gateways. The key objective is to provide the pedestrian with ease of circulation and a sense of security from vehicular traffic. In order to accommodate pedestrians with a safe smooth flowing walkway system widths should be a minimum of 8' including space allocation for street trees.



IMPORTANT INTERSECTIONS

In all cases, intersections should clearly define pedestrian zones which occur within the road way.

INTERSECTION AT A PRIMARY PEDESTRIAN ZONE

Location - For these area locations see CBD Heirarchy Zone Map.

Function - The intent should be to reduce vehicular traffic speed and make drivers aware of pedestrians. When drivers are in the intersection they should sense that they are in a pedestrian zone.

Design - These intersections should be designed with a more enriched quality than those at secondary pedestrian zones. The use of specialty paving within the intersection as well as the crosswalks is encouraged. Material selection should be such that a contrast between crosswalk and intersection roadway is easily recognizable. Street corners which project the sidewalk into the roadway help to identify the intersection and create better sight lines between drive and pedestrian. Drooping the curb face at these corners smoothes the flow of pedestrian traffic and provides for disabled persons access.

INTERSECTION AT A SECONDARY PEDESTRIAN ZONE

Location - For these area locations see CBD Heirarchy Zone Map.

Function - The primary goal is to provide safe crossing for pedestrians. A secondary goal would be to re-introduce the CBD theme.

Design - The use of specialty paving is encouraged to establish the theme throughout the CBD. Design development should be such that there is a sense of hierarchy with the intersections in the primary pedestrian zones. Integration with these intersections and the rest of the streetscape could be achieved through the use of common materials.

INTERSECTION AT CENTRAL.

Location - At Central Avenue the rail road easement intersects both pedestrian and vehicular traffic.

Design- Celebrate this rail road crossing - this is where the driver and pedestrian are directly confronted with the rail road theme. Definition of this area could be achieved by:

- a. Development of secondary gateway. Having this gateway development on the east and west sides of Central Avenue would define the edges of this zone. Care should be taken to integrate the required rail road signalization into these gateway developments.
- b. Enhanced paving at the intersection or all of Central Avenue between Main and Santa Clara Streets.

RAILROAD PASEO EXTENSION AND ENTRY DEVELOPMENT

Location - The railroad easement on the west side of Central Avenue provides the opportunity for development of a Paseo.

Function- This Paseo extension would make a crucial connection between the CBD/Railroad Property and the west end of Fillmore. An extension of the existing bike path which presently ends at 'A' Street would provide a pure non-vehicular thoroughfare into the CBD, this zone would provide resident cyclists and pedestrians with recreational opportunities as well as an excellent smooth flowing path system west of 'A' Street.

Design - The point of entry on Central should be identified in a urban manner as the park and promenade are on the opposite side of the street. Once beyond this point of entry as the user moves west the path should be detailed and planted to match the existing path system west of 'A' Street.

DESIGN MATERIALS

The previously described heirarchy of design componets is important to the proper development of the CBD, however, if these componets are designed with materials inconsistent with the historic fabric they are doomed to fail. It is therefore crucial that materials common to the style of historic Fillmore be utilized.

STREET FURNITURE

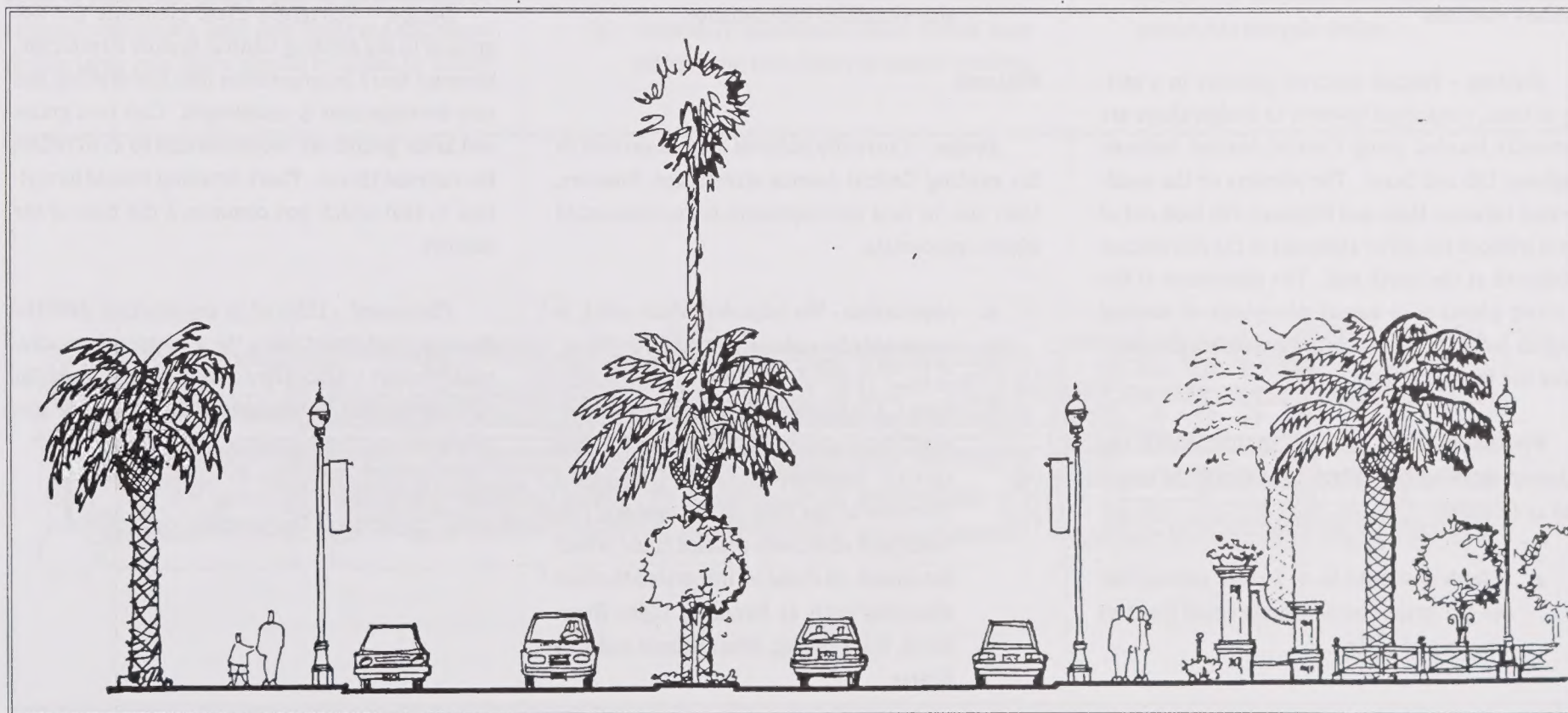
BENCHES

Existing- Precast backless concrete benches are currently located approximately 3' off the curb along Central Avenue's diagonal parking areas. These benches are oriented parallel to the street, typically surrounded by precast planters all of which are located on brick paving adjacent to a concrete sidewalk. The brick works well to define the seating area from the pedestrian circulation zone.

Placement - New benches should be of a cast iron or steel type. The new benches should replace the existing concrete benches. They should only be placed in spaces where they are anticipated to be utilized. These spaces should only occur in 'Primary Pedestrian Zones'. Spaces in which they are located should be well defined providing pedestrians with a pleasant place to rest.

LITTER RECEPTACLES/ASH URNS

Existing - Precast concrete litter receptacles are currently provided along Central between Main and Sespe. Their design reflects the precast concrete planters. These elements, although consistent in form, lack continuity because of their placement. They would be better defined by placement on brick paving similar to the benches. A greater sense of organization could be achieved by maintaining placement on one side of the sidewalk.



CENTRAL AVENUE LOOKING NORTH



Placement - Existing litter receptacles should be matched in the streetscape expansion. Their placement should be modified as follows:

- a. Integrate their placement into the overall streetscape by creating a better sense of organization through the pattering and aligning of elements.
- b. Avoid placement adjacent to buildings where the top of the litter receptacle is higher than the bottom of the window sill.

PRECAST PLANTERS

Existing - Precast concrete planters in a variety of sizes, consistent however in design shape are currently located along Central Avenue between Highway 126 and Sespe. The planters on the south section between Main and Highway 126 look out of place without the other elements of the streetscape evidenced at the north end. The placement of the existing planters in casual groupings of varying heights lacks the formal quality necessary to reinforce the historic theme.

Placement- New planters should match the existing, however their placement should be modified as follows:

- a. Planters should be of a scale appropriate to the space - avoid having small planters in a sea of paving.

- b. The use of planters securely set on walls and pilasters is encouraged.
- c. When planters are used on paving consideration should be given to the slope - avoid placement on slopes greater than 2%.
- d. Formality in their placement is encouraged rather than casual groupings.
- e. One large planter is encouraged over the use of a group of smaller planters. This provides a cleaner less cluttered look and also simplifies maintenance.

BOLLARDS

Design - Currently bollards are not present in the existing Central Avenue streetscape, however, their use in new developments is recommended where appropriate.

- a. Application - For edge definition which is penetrable by pedestrian traffic.
- b. Style - A reflection of the small town/railroad theme and a style integrated into the specific development. Cast Iron type - Common at the turn of the century, this material if sensitively detailed could reflect the theme. It could be integrated to other elements such as Benches, Light Standards, W.I. Fencing, Arbor Guards and Tree Grates.

Placement - Bollards could be used in the following ways to provide spatial definition.

- a. At street corners
- b. Around focal elements
- c. At gateways
- d. As a linear edge treatment

TREE GRATES AND ARBOR GUARDS

Design - Currently these elements are not present in the existing Central Avenue streetscape, however their incorporation into the existing and new developments is encouraged. Cast iron grates and arbor guards are recommended so as to reflect the railroad theme. Their detailing should be stylized to that which was common at the turn of the century.

Placement - Utilized in conjunction with the placement of street trees these elements punctuate the street scene. They should do so in modular spacings proper to the streetscape and those specific building developments.

THEME LIGHTING

POLE LIGHTS

Existing - Currently Central Avenue from Sespe to Highway 126 has theme pole lights. They are historically styled acorn type fixtures which occur as signal and double lamps alternating along the street. Both types of fixtures are on 14' tall theme cast iron poles.

Recommendations - In order to create a greater sense of repetition, single lamp fixtures should be replaced with double lamp pole lights and additional double lamp pole lights should be added to satisfy

the recommendation for a maximum spacing of 50 feet between poles. If the cost of this improvement becomes prohibitive, the City may consider adding additional single lamp poles at the preferred 50 foot increment.

Placement -

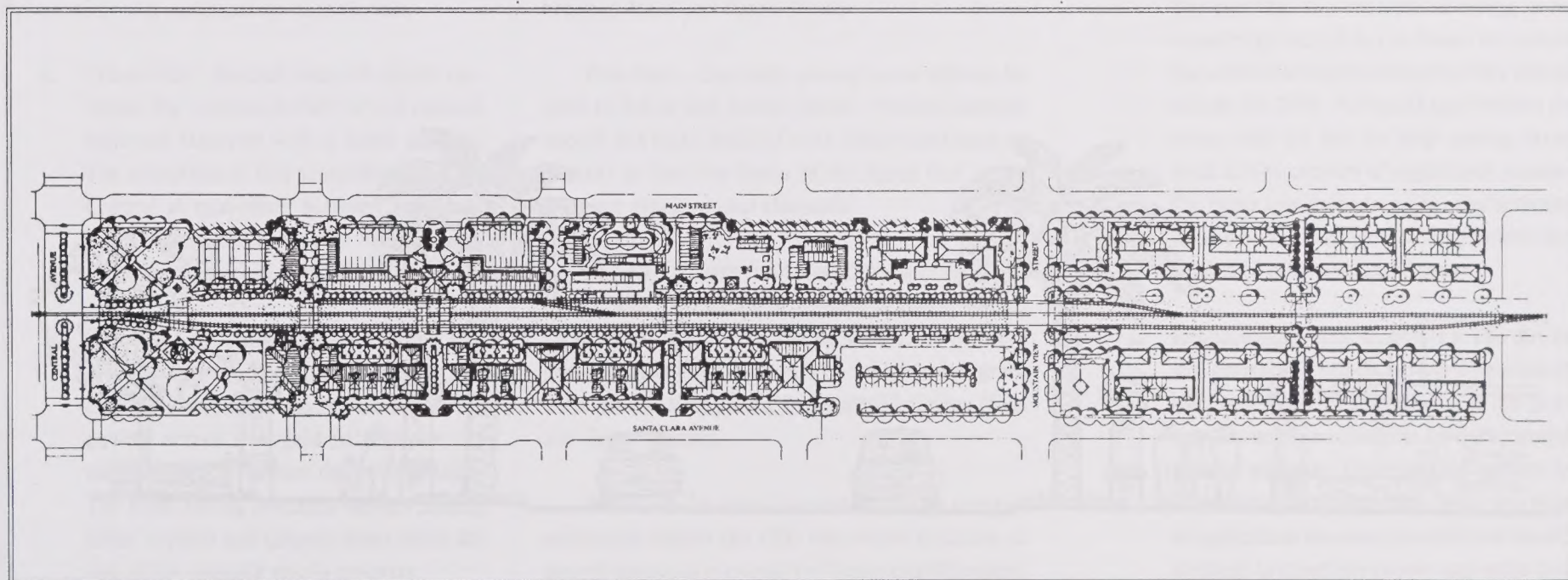
- a. Primary pedestrian zones should have double lamp pole lights to match existing. These should be spaced at a maximum of 50 feet apart.
- b. Secondary pedestrian zones should have signal lamp pole lights to match existing.

These should be spaced at a maximum of 50 feet apart.

- c. Primary and secondary gateways should have double lamp pole lights to match existing spaced as required to integrate with the gateway development.

Banners/Flags

Pole lights provide an excellent opportunity to display flags or banners for special holidays and events. All necessary hardware should be integrated into the pole design.



RAILROAD PLAN LANDSCAPE CONCEPT PLAN



PILASTER LIGHTS

Design - Though currently not utilized in the Central Avenue streetscape, pilaster lights may be appropriate at gateway developments. Lights integrated into the design of pilasters provide the opportunity for entry identification at night.

Placement - These elements should be selectively used in the CBD and done so with a sense of hierarchy between primary and secondary gateways.

LANDSCAPE LIGHTS

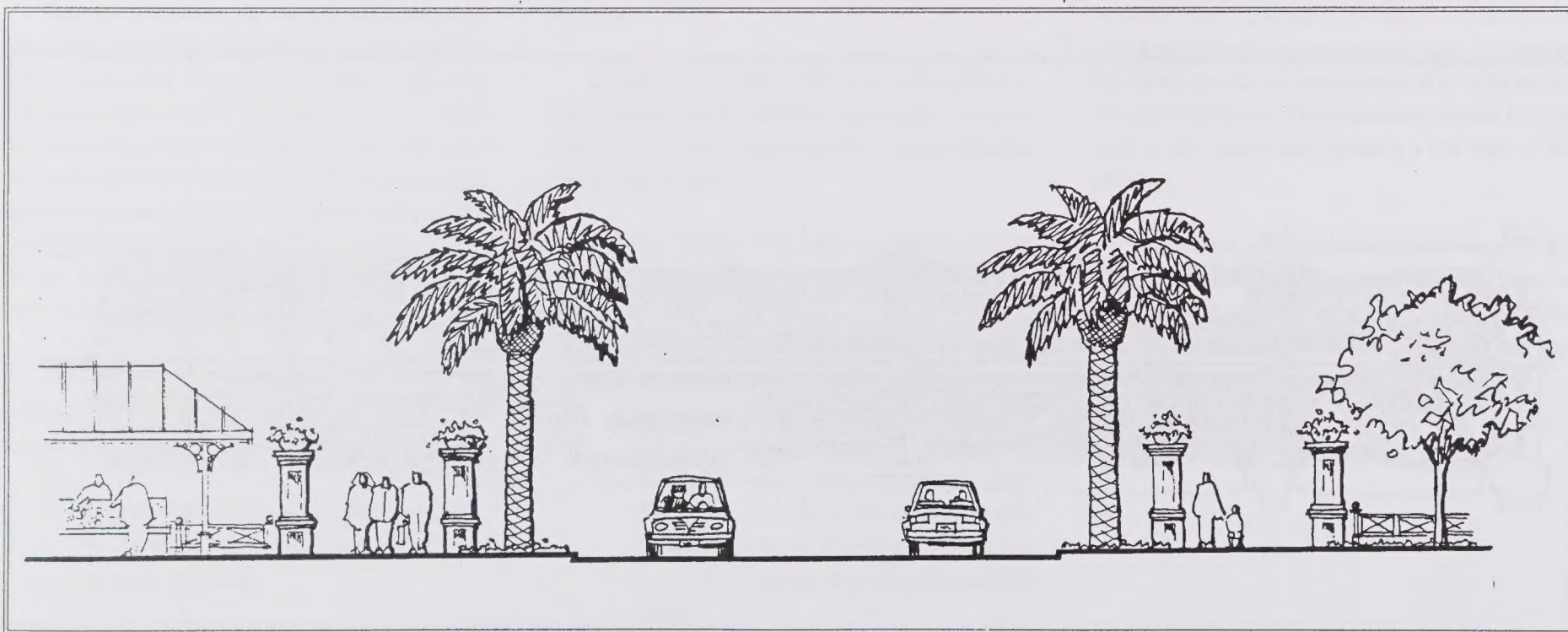
Architectural Feature Lighting

- a. *Function* - Architectural features such as pavilions, gateways, special building features, fountains, and monuments could all be elements of interest at night if properly illuminated.
- b. *Design* - To properly light these features care should be taken to hide the light source and select fixtures which provide the right amount of light. Care should be

taken to select fixtures which are vandal resistant.

Plant Specimen Lighting

- a. *Definition* - The lighting of plant material which is significant in terms of lighting design.
- b. *Design* - Specimen plant material located at gateways and other focal areas should be up-lighted to create emphasis at night. Street trees which march along primary pedestrian zones should also be up-lighted



MOUNTAIN VIEW STREET LOOKING NORTH



but with less intensity so as to lead the pedestrian through the space.

- c. Fixture Selection - High and low pressure sodium lights should be avoided because of the negative color effect on foliage. Mercury vapor and metal halide are highly efficient lights which have a positive color effect on foliage. Vandal resistant flood lights located in planting areas and well lights in lawn and paved areas are recommended.

PAVING - SPECIALTY

Existing - The present streetscape along Central consists of a combination of materials.

- a. Crosswalks - Natural concrete bands surround the crosswalk field of red colored concrete stamped with a brick pattern. The exception of this scenario occurs on Central at mid-block between Main and Sespe. Here the crosswalk is brick with no borders adjacent to the asphalt paving.
- b. Sidewalks - Central between Sespe and Main Streets - A combination of brick in a basket weave pattern and natural concrete paving scored in a grid pattern are the materials which compose this paving design. The brick paving primarily defines seating areas, corners and gateway areas while the rest of the sidewalk area is concrete.

Recommendations - Simplification of the edge between brick and concrete. Care should be taken to avoid a combination of too many jogs and curves which tend to create a sense of confusion.

- Central between Main Street and Highway 126 - The scored concrete paving from the northern part of the streetscape continues south to highway 126. Brick however, is not included in this paving system.

Recommendations - The concrete paving lacks the richness to define this area as a primary pedestrian zone. Therefore, the introduction of brick into this paving would enrich the zone and create a greater sense of integration with Central Avenue between Main and Sespe Streets.

Function - Specialty paving areas should be used to define and enrich spaces. Paving patterns should not be so detailed as to create confusion in regards to the true focus of the space that being adjacent architectural elements.

Design - Simple bold applications of specialty paving which create a strong sense of definition and an enriched quality for the space are the primary design intents. Care should be taken to integrate with the existing paving on Central between Main and Sespe Streets.

Material - In order to create a strong sense of continuity within the CBD the proper selection of paving materials is crucial for theme establishment.

Specific materials and their proper applications are described below:

- a. Brick - Already established within the CBD this specialty paving material was utilized at the turn of the century and would therefore work well for theme establishment. The use of contrasting colors of brick to create pattern details is encouraged in order to relate to the existing. However, this should be done with a great deal of restraint so as not to create confusion.
- b. Textured/Colored Concrete - Unfortunately this material has already been utilized for brick patterned crosswalks in the CBD. The fact that this material is trying to be something that it is not tends to reduce the authenticity and strength of the theme within the CBD. Potential applications do occur with it's use for large paving areas such as the centers of significant streets. For these applications, colors and textures should be selected which complement the brick and reinforce the theme.
- c. Exposed Aggregate Concrete - The use of this material is not encouraged because of the contemporary appearance it can portray. Its use as a substitute for decomposed granite when an impermeable surface is desired may be appropriate. With this type of application however, special care should be taken to select the proper aggregate and provide the appropriate finish.



- d. **Tile** - Selective use of this material is encouraged for a greater sense of emphasis in those areas where brick is the basic paving material. Special attention should be paid to the selection of tiles which have an old world appearance and that complement the brick paving.
- e. **Stone** - The application of this material should be reserved for those areas where a material richer than brick is needed. Care should be taken to select stone which integrates with the adjacent paving materials.
- f. **Asphalt and Concrete Pavers** - While these materials were not common at the turn of the century they are often successfully used on historic renovation projects. A number of potential applications occur within the CBD such as the centers of significant intersections and as a paving material on key streets. Paving unit shapes, colors and textures should all be sensitively coordinated with existing brick and natural concrete paving materials.

PAVING - TYPICAL

Existing - Except for the streetscape development on Central between Sespe and Main Streets the CBD streets are paved with asphalt. The sidewalks are concrete in a variety of widths and straight line configurations; either adjacent the curb or with a parkway.

Function - The primary purpose for typical pavings in the CBD is circulation both vehicular and pedestrian. A secondary goal is to make a transition from the CBD to the rest of the community of Fillmore.

Design - These secondary pedestrian and vehicular areas should be designed in a manner typical for the rest of the community. However, within the CBD, nodes such as intersections and gateways should be designed with the incorporation of the selected specialty paving materials thereby defining the CBD.

Material - The typical paving materials weave the CBD into the rest of Fillmore's community fabric. The detailing of these materials should be such that it reinforces the CBD's theme.

- a. **Asphalt** - Low cost and typical to the vehicular circulation ways, this material should continue to be used to pave the typical roads.
- b. **Concrete** - Sidewalks should continue to be paved with natural concrete, however within the CBD, scorelines should be grided off in smaller modules so as to give a more old time quality.

WALLS AND FENCES - THEME AREA

Function - These architectural elements provide the opportunity to make a stylistic statement as to the theme of Fillmore's CBD. Due to the na-

ture of development in the CBD perimeter theme walls and fences would not be appropriate, however, they could be utilized to define areas such as gateways and feature spaces.

Design - Standards for theme walls and fences should be established. Variations of these standards are encouraged to create a sense of hierarchy between applications.

- a. **Height and Scale** - These characteristics should become larger as a greater sense of emphasis is required, consideration should also be given to the viewers perspective - height and scale should be increased as speed of vehicular traffic increases. Positive views should be preserved. This could be achieved through the use of pilasters combined with transparent type fencing such as wrought iron.
- b. **Pilasters** - These become a key element for creating emphasis. By increasing their size or quantity at the termination of a wall or fence a gateway can be created. Intermediate pilasters are encouraged to accommodate height transitions and to break up long expanses of wall or fence.
- c. **Details** - In general, detailing should be consistent with what was common at the turn of the century. Detail should increase in order to create emphasis and provide interest in intimate pedestrian areas where it can be appreciated. Bolder and simpler

detailing should be utilized at locations where primary viewers are in fast traveling vehicles.

d. **Materials** - A combination of brick and pre-cast concrete would make for wall elements which could provide the streetscape with a greater sense of unity. Existing plaster walls occur as an additional element to the streetscape and therefore they do not become a unifying element. In order to integrate with these existing walls some plaster elements should be incorporated. As a material, plaster would lend itself to use on the simpler and bolder type of detailing that's necessary on Central at Highway 126. As a fencing element wrought iron or tubular steel detailed to reflect the vernacular at the turn of the century would be appropriate.

WALLS AND FENCES - COMMERCIAL

Perimeter Walls and Fences - These elements should be designed as an integral component and extension of the building design.

- a. **Location** - All walls and fences located on rear and side property lines shall be the same color and material. They shall be compatible with both adjacent building types.
- b. **Design** - These elements should be designed to integrate with both the specific building style and the overall theme of the CBD. The CBD Zoning Ordinance identifies wall height and setback requirements. Materials should be durable and finished

in textures and colors complimentary to the overall architectural design.

- c. **Prohibited Wall and Fence Materials** - Barbed wire, electrically charged wire fences, plain exposed precision concrete block, plastic materials, corrugated metal, chain link and grape stake fencing are prohibited.

Planter and Decorative Walls or Fences -

Where building setbacks allow for entry court or plaza developments, decorative walls or fences and planter walls shall all be elements integral to the building design.

- a. **Location** - Decorative walls and fences are encouraged to define exterior spaces. Planter walls can be used within these spaces for seating. Planter walls are also encouraged for use directly adjacent to decorative walls or fences.
- b. **Design** - These elements are an extension of the building and as such their design should directly reflect the architectural style. Where there is a conflict between a building style and the CBD theme, the theme shall take precedence. In these situations, the walls and fences shall be designed to integrate the two.
- c. **Materials** - As an extension of the building, these elements should be constructed

of materials utilized on the building or those which would complement the architecture.

MONUMENTATION

Special landscape architectural features should be reserved for key locations such as gateways.

PRIMARY GATEWAY

This culmination to the primary pedestrian zone on Central Avenue should be designed with elements from the streetscape as well as the introduction of features which would identify this as the primary gateway to Fillmore's CBD. Such features should reflect the community's identity and be designed in a bold manner which will be easily recognizable by traffic on Highway 126.

Design Elements - In order to develop the proper monumentation for this primary gateway, consideration should be given to the incorporation of the following design elements.

- a. **Specialty Paving** - A material which emphasizes this area from the rest of the primary pedestrian zone.
- b. **Pilasters/Sign Walls** - Constructed of a material and detailed in a manner which is striking and elegant with the incorporation of light for identification at night.



- c. Bollards - These elements could be used to identify corners and provide a barrier between pedestrian and vehicular traffic.
- d. Planting - The design of planting should relate to the rest of the CBD's planting theme. It should make this gateway a more comfortable place for the pedestrian while being bold enough to distinguish this area from the rest of Highway 126. The use of groups of palms tall enough to be skyline elements is encouraged so that this primary gateway will be easily recognizable from up and down Highway 126. This type of treatment must be coordinated with present and future landscaping along Highway 126. Existing palms along Highway 126 should be relocated to the gateway location or removed and replaced with a canopy type tree which would contrast with the gateway palm planting.

Design Integration - As the main gateway to the CBD's theme, it's integration into this theme is crucial. A well integrated relationship between the gateway and the streetscape must be developed.

SECONDARY GATEWAY

Only those secondary gateways which lead into specific areas should receive monumentation. Those areas being:

- a. *Central Park*
- b. *Historic Rail Road Development*
- c. *Paseo Development*

Monumentation at these gateways should be pedestrian scaled with the exception of the park which should be scaled to vehicular traffic along Central Avenue.

Design Elements - Those elements utilized for primary gateways should be incorporated into the design of secondary gateways, however, care should be taken to reduce the quantity and or scale of theme elements. In order for the monumentation to have an authentic turn of the century quality, the signage element should not be too bold. A dedication or historic plaque integrated into a pilaster would be appropriate. At the park, the signage element should be a bit more prominent but other elements should be consistent.

Design Integration - As secondary gateways to and through the CBD's theme, their integration into this theme is crucial. Streetscape elements must be incorporated into their design. There must be a sense of consistency between these secondary gateway developments.



CENTRAL PARK CONCEPT PLAN

The design and development of Central Park will be critical to the successful implementation of the Public Improvement Element. Central Park and the buildings facing onto Central Park will become the new "center" of town. Visitors arriving at Central Park along Central Avenue should have a clear sense that this is the center of town.

The expanded park will encompass approximately 1.4 acre at the western end of the Railroad Property. Central Park, which will feature flower beds, benches, paved walkways, expanses of lawn, shade trees, and a hardscape plaza. The existing cannon and an enhanced bandstand will become focal points, as will a new pedestrian railroad track. A highlight will be the creation of a "promenade," which will begin at the eastern edge of the park and continue beside the tracks up to Mountain View Street. The promenade is intended to attract pedestrians, shoppers and diners into the park and further on into the activity areas within the Railroad Property. The massing of monuments and plant material and the detailing of elements should reach its peak within the park.



The conceptual design for Central Park is based on the following design goals:

- Celebrating the relationship with the railroad and the Railroad Property.
- Providing an invitation and sense of entry from Central Avenue, through the Park into the Railroad Property development.
- Allowing visibility and a positive relationship with the Feature Buildings on the Railroad Property.
- Providing opportunities for various civic functions and general passive recreational activities.
- Providing shade trees for public enjoyment.

The conceptual design plan for Central Park accomplishes these goals through the following specific elements and design features:

PARK/PROMENADE ENTRY

Symmetrically located around the railroad tracks at Central Avenue, occurs the major entry to the Park and the beginning of the Promenade toward the Railroad Property. This primary intersection should be emphasized with monument columns, special paving, bollard, special lighting and a circumference of Canary Island Date Palms. Extending from the central entry monuments to the corner entry monuments along Central Avenue is

a decorative iron fence which matches the fencing along the promenade. Hedge plantings along the fence will provide a buffer between the Park and the automobiles on Central Avenue.

RAILWAY PROMENADE

The promenade toward the Railroad Property progresses through Central Park on both sides of the railroad tracks. A continuous three foot high iron fence separates the pedestrian walkway of concrete and brick from the railroad tracks. along the promenade is a linear arrangement of Mexican fan palms, Crape myrtle trees and double headed light pole fixtures and steel benches. If determined to be inappropriate for movie industry purposes, the Mexican fan palms can be deleted from the plan for the promenade.

CORNER ENTRY

The corner entries to the Park at the Central/Santa Clara and Central/Main Street intersections, should be a scaled down version of the main entry statement, as described above. These two areas should feature entry monuments, columns, special paving, bollard, and special lighting. The entries should be flanked with Canary Island Date Palms.

CENTRAL PARK PEDESTRIAN RAILROAD CROSSING

A celebrated pedestrian railroad track crossing should be developed that aligns with the Bandstand and Cannon Monument on either side of the rail-

road tracks. this crossing should be emphasized with entry monuments, columns, special paving, bollards and special lighting.

BANDSTAND

The Bandstand should be in a more central location within the park and should be reconstructed to a larger size with more refined architectural details. The enhanced Bandstand should be placed on the south side of the railroad tracks, aligned with the pedestrian railroad crossing. The design should feature a one story structure raised above the park level, surrounded with colorful foundation plantings and flanked with four Canary Island Date Palms.

RELOCATED CANNON

The existing Cannon Monument should be centrally located within the park on the north side of the railroad tracks, aligned with the pedestrian railroad crossing. The design should feature steel benches, colorful foundation planting and a new base which would be flanked with four Canary Island Date Palms.

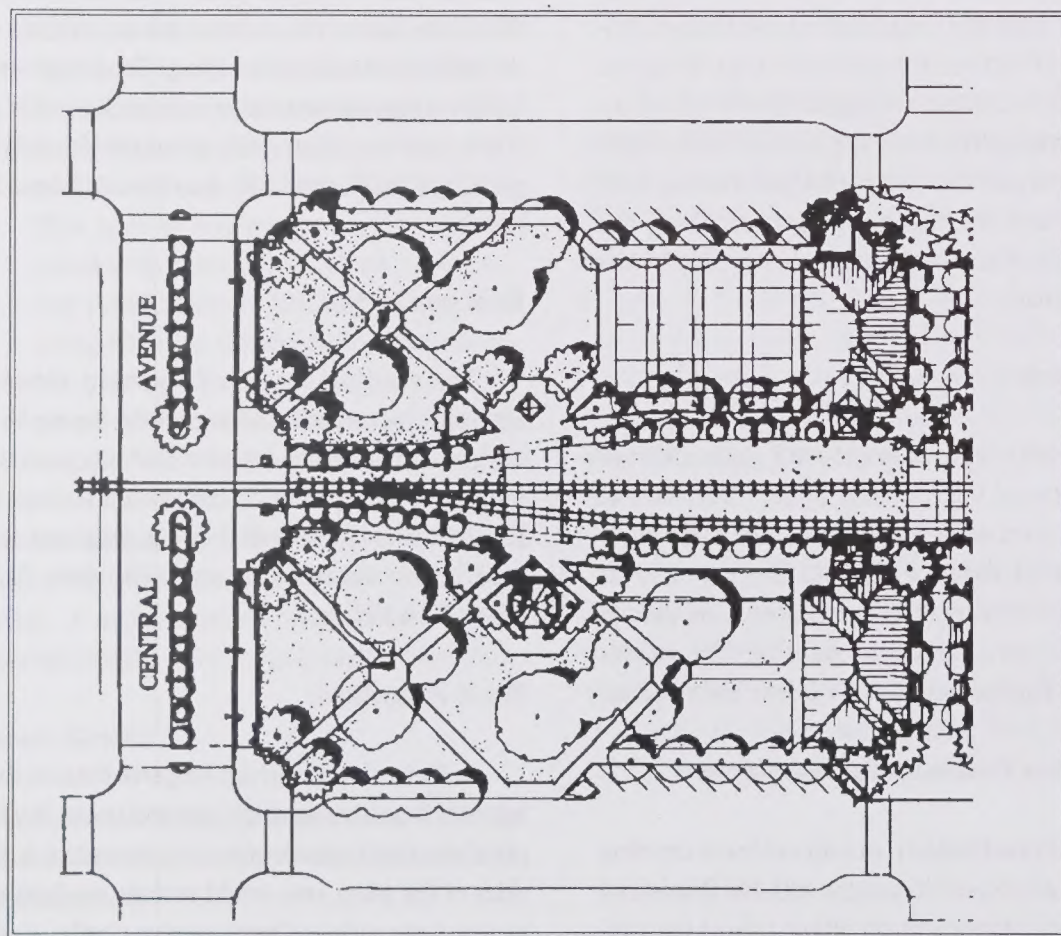
PUBLIC PLAZA AREA

In front of the Railroad Property Feature Building on the north side of the railroad tracks is a large plaza area that is paved with concrete and brick. Both sides of the plaza area would include medium scale canopy trees such as Carrotwood or similar species.



LAWN AREA

The park area on the south side of the tracks would be dominated by an open lawn area that is punctuated with random plantings of large shade trees. The majority of existing trees can remain but may be supplemented with additional shade trees as appropriate.



CENTRAL PARK LANDSCAPE CONCEPT PLAN



PLANT PALETTE

In developing a plant palette for the CBD the intent is to provide flexibility in plant material selection while maintaining a limited selection in order to provide a sense of continuity to the CBD.

PLANTING DESIGN

Plant materials should be utilized in simple, bold compositions, complementary to the streetscape, while reinforcing the specific site and proposed development.

Tree Planting Lists - The following trees have been selected for their appropriateness to the project theme, climatic conditions, and concerns for maintenance:

Central Avenue and Main Street

a. Evergreen Accent Trees

Phoenix canariensis

Canary Island Date Palm



Washington robusta
Mexican Fan Palm

Washington filifera
California Fan Palm

b. Street Trees

Arecastrum romanzoffanum
Queen Palm

Cupaniopsis anacardioides
Carrotwood Tree

Lagerstroemia indica
Crape Myrtle

Palm Street and Fillmore Street

a. Street Trees

Washingtonia filifera
California Fan Palm

Santa Clara Street

a. Street Trees

Cupaniopsis anacardioides
Carrotwood Tree

Sespe Avenue at Central Avenue

a. Street Trees

Arecastrum romanzoffanum
Queen Palm

Railroad Paseo - The tree planting along the Paseo should be alternating groves of evergreen and deciduous trees. The entry at Central should be flanked with evergreen accent trees.

a. Evergreen Accent Tree

Phoenix canariensis
Canary Island Date Palm

b. Deciduous Grove Tree

Plantanus racemosa
California Sycamore

c. Evergreen Grove Tree

Schinus molle
California Pepper

Ground Planting Lists

The following plant materials have been selected for their appropriateness to the scale of planting areas in the CBD. consideration was also given to maintenance concerns, climatic conditions, and project theme development:

a. Shrubs

Agapanthus africanus
Lily of the Nile
Carissa species
Natal Palm

Ceanothus species
California Lilac

Cistus species
Rock Rose

Coprosma species
Coprosma

Grevillia noelii
No common name

Ilex species
Hollies

Lantana species
Lantana

Lavandula species
Lavender

Ligustrum japonicum
Privet

Liriope muscari
Lily Turf

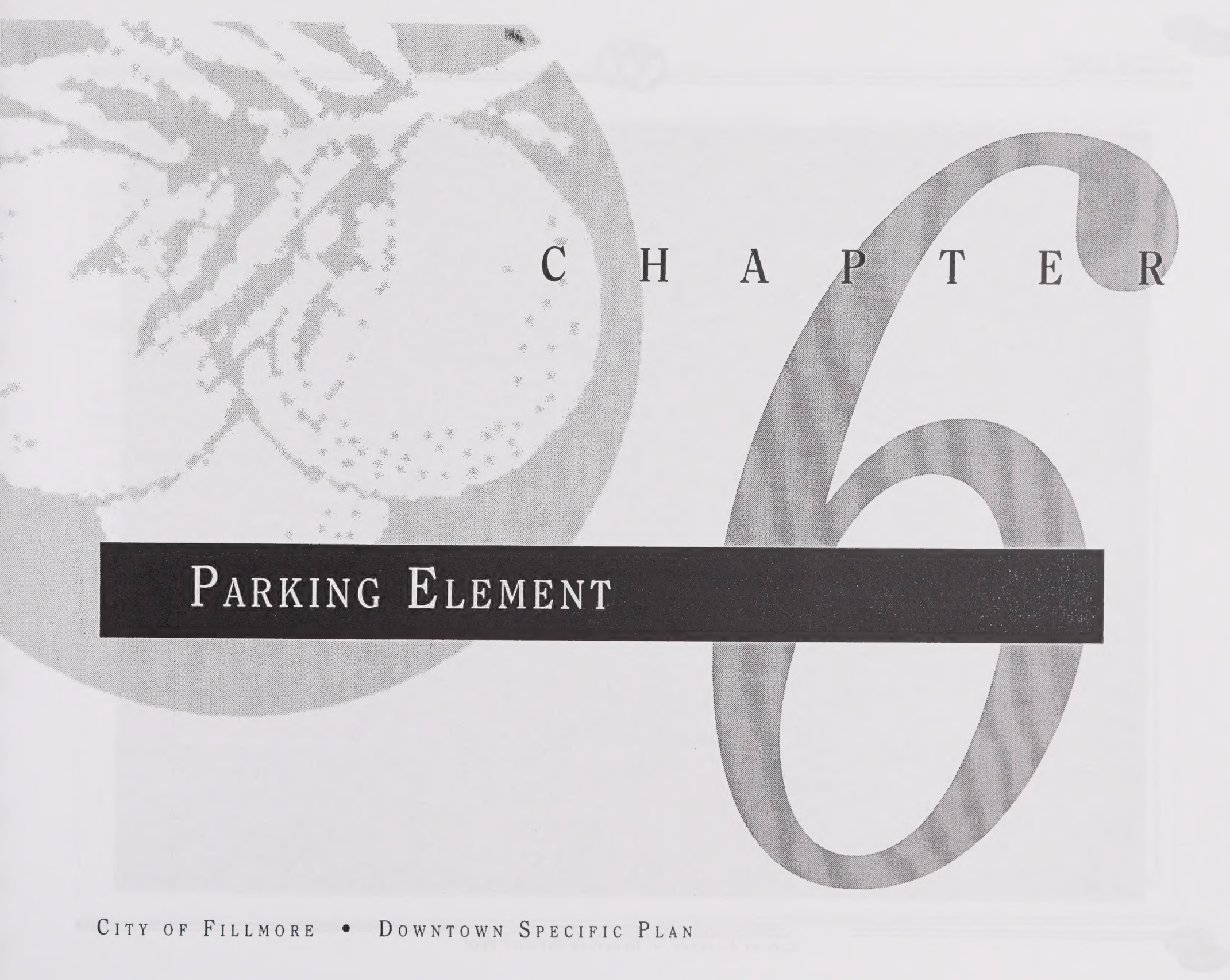


<i>Myrsine africana</i> African Boxwood	<i>Rosa species</i> Rose	<i>Gelsemium sempervirens</i> Carolina Jasmine
<i>Myrtus communis</i> True Myrtle	<i>Citrus nagami</i> Nagami Kumquat	<i>Bignonia species</i> Trumpet Vines
<i>Nerium oleander</i> Oleander	<i>Phoenix roebelenii</i> Pigmy Date Palm	d. Ground Covers
<i>Pittosporum speli</i> Pittosporum	<i>Strelitzia reginae</i> Bird of Paradise	<i>Myoporum parvifolium</i> No common name
<i>Raphirolepis species</i> Indian Hawthorn	c. Vines	<i>Hedera helix-varities</i> English Ivy
<i>Santolina species</i> Lavender Cotton	<i>Bougainvillea species</i> No common name	<i>Sedum rubrotinctum</i> Pork and Beans
<i>Trachelospermum jasminoides</i> Star Jasmine	<i>Pandorea jasminoides*</i> Bower Vine	<i>Rosmarinus prostratus</i> Rosemary
<i>Xylosma congestum</i> Xylosma	<i>Rosa banksiae</i> Lady Bank Rose	e. Ground Covers - Accent
b. Shrubs - Accent	<i>Trachelospermum jasminoides</i> Star Jasmine	<i>Peliargonium peltatum</i> Ivy Geranium Annual color
<i>Phormium species</i> New Zealand Flax	<i>Wisteria sinensis</i> No common name	
<i>Agave attenuata</i> No common name	<i>Jasminum species</i> Jasmine	
	<i>Solanum jasminoides</i> Potato Vine	



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CHAPTER

PARKING ELEMENT



INTRODUCTION

This element of the Plan addresses the future parking supply and demand issues in the Central Business District including the Railroad Property. Both public and private parking issues are discussed.

PARKING GOALS

This element contains distinctive goals and development policies regarding parking that distinguish the CBD from the City as a whole. The CBD is to be pedestrian-oriented. Larger public parking lots, tucked behind structures, are to provide spaces for vehicles rather than small private lots which can dominate the front of a business. The Specific Plan addresses parking needs in the CBD while pursuing goals related to creating a pedestrian-oriented business district. The parking goals are as follows:

- Provide sufficient parking within the CBD to serve CBD businesses.
- Promote convenient parking in larger public parking facilities, rather than in small private lots, to create a "park and walk" environment in the CBD.
- Emphasize pedestrian access to, from and within public parking lots along public sidewalks, paseos or passageways.

• Integrate public parking lots into the neighborhood through proper location, orientation to surrounding uses and connections to the public street or alleys.

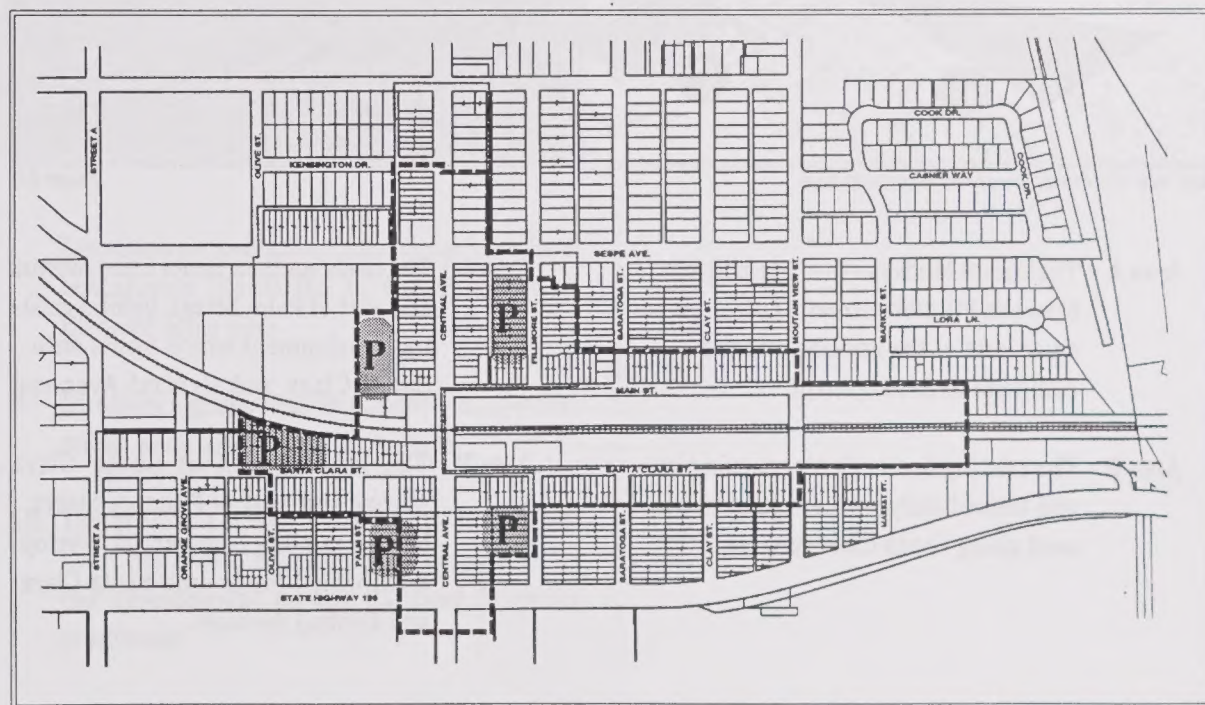
PARKING PLAN

It is the City's intent to facilitate maximum development of the Central Business District including the Railroad Property. To support this development, this Plan intends to promote continued provision for on-street parking throughout the CBD, and to congregate additional tourist and downtown parking needs in several larger parking

facilities that may be owned by the City or private entity(ies).

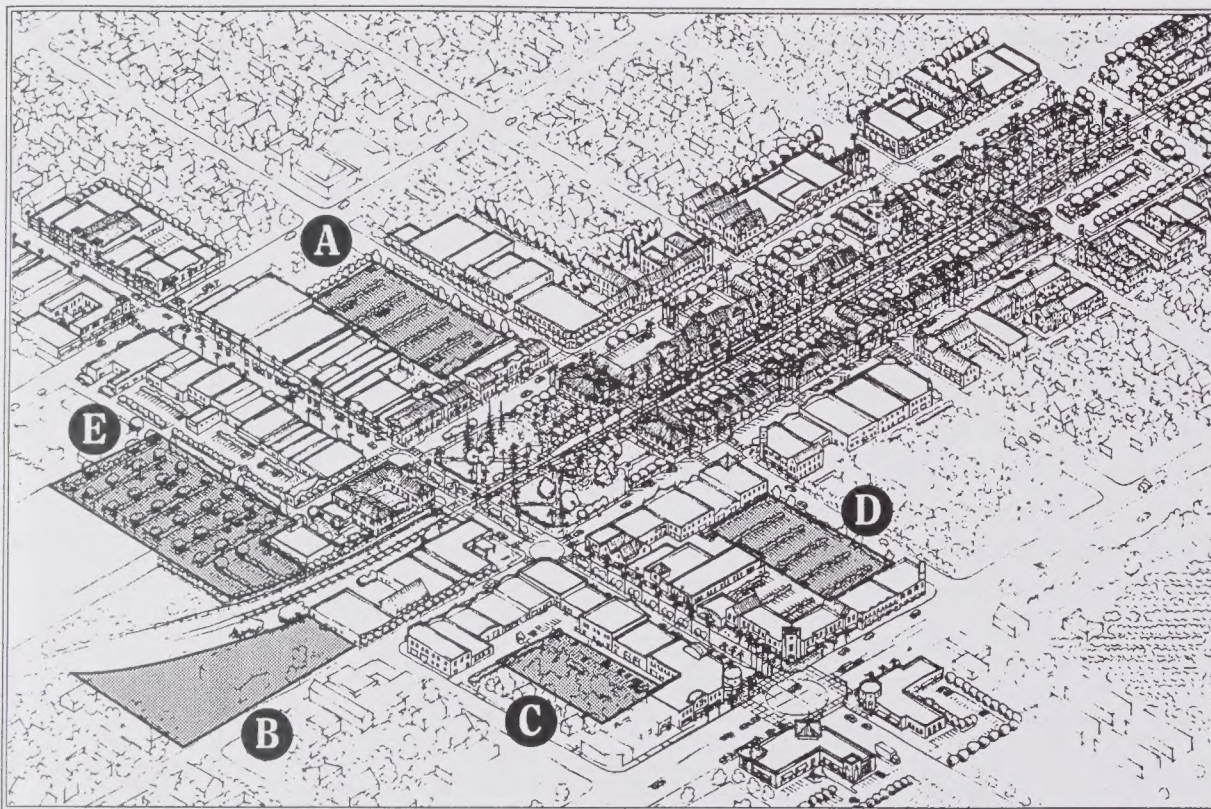
To accomplish this intention, the following parking policies, standards and improvements shall be implemented, as feasible:

1. On-street parking shall be provided throughout the CBD wherever feasible and safe. Diagonal, head-in configuration is preferred for all on-street parking where sufficient right-of-way is present.
2. Five potential locations for new or enhanced public parking facilities are identified:



POTENTIAL PARKING LOT LOCATIONS

FIGURE 6.1



AERIAL VIEW OF POTENTIAL PUBLIC PARKING LOT LOCATIONS

FIGURE 6.2

Area A - The vacant lands north of Main Street, between Fillmore street Central Avenue, east of the existing and future commercial development.

Area B - The existing Senior Center parking lot and immediately adjacent land to the west along Santa Clara Avenue.

Area C - The lands south of Santa Clara Avenue and east of Palm Street, behind existing development which fronts onto Santa Clara and Central Avenues.

Area D - The lands south of Santa Clara Avenue and west of Fillmore Street, behind existing commercial development which fronts onto Santa Clara and Central Avenues.

Area E - The land west of Central Avenue south of Sespe Avenue, including existing public parking and private property currently outside the boundaries of this specific plan. The approximate locations are shown in Figures 6.1 and 6.2. These lots shall be designed to initially accommodate surface parking, with the potential to build a structure on the lot.

3. Detailed, site-specific parking standards for the Central Business District have been established within the CBD Zone and are applicable to all properties within the Downtown Specific Plan area.
4. Additional off-site parking area(s) shall be developed concurrent with development of the Railroad Property, per the Environmental Impact Report findings. Such parking facilities may be developed through City-sponsored incentives for participating property owners; through purchase by the City, or through the auspices of a Parking District.
5. Off-street parking shall be located behind buildings when ever feasible.
6. As an alternative to the development of new on-site parking, the following options are to be made available to new and expanding developments:



Parking Modification - A change of use or development project may apply to the final review authority for a reduction of the Zoning Ordinance on-site parking requirement. Such a request may be granted upon a finding that the parking reduction is justified and no significant effect on the environment would result from the reduction.

In-lieu Fee - The City shall establish a Parking District and an in-lieu fee program to provide public parking facilities. The fee would support the development of City parking facilities. The payment of the fee would not result in a reserved parking space(s) for those who pay the fee. This program applies only to commercial properties/developments within the Parking District boundaries.

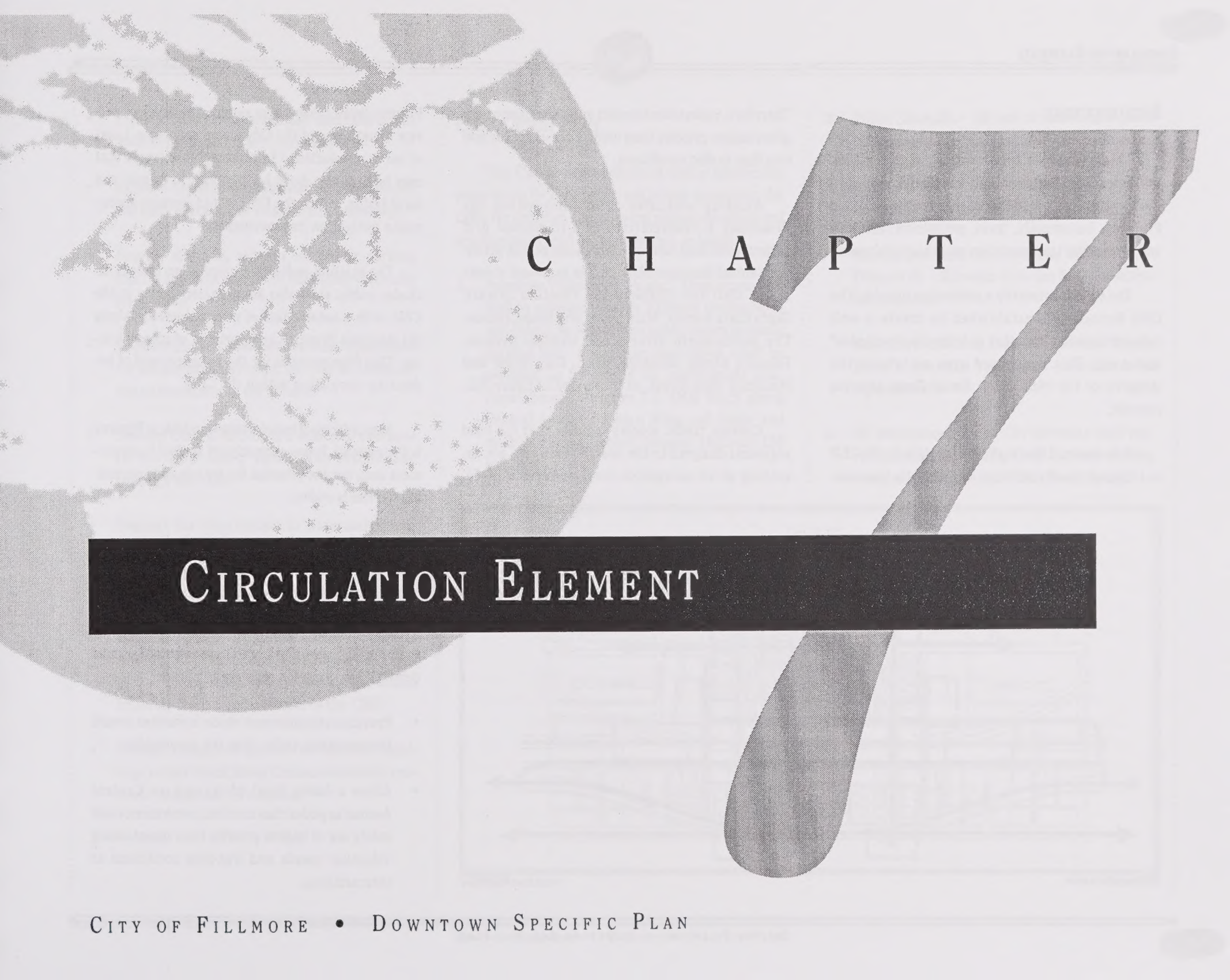
Shared Parking - Shared parking shall be encouraged by requiring reciprocal parking agreements between businesses for the use of existing private parking lots at times when the lot is not active. An example is the use of a between businesses for the use of existing private parking lots at times when the lot is not active. An example is the use of a church parking lot during the week, or a bank lot for evening or weekend use. This option applies to all properties within the Downtown Specific Plan area.

8. Pedestrian walkways or "paseos" shall be provided from public streets to parking lots.



Locations for pedestrian pass-thrus have been tentatively identified in the Circulation Element of this plan.

9. Directory signage shall be provided to off-street public parking lots on major roads.
10. The need for employee parking lots in the CBD or in peripheral areas shall be considered as the development on the Railroad Property progresses.



CHAPTER

CIRCULATION ELEMENT



INTRODUCTION

This element of the Downtown Specific Plan addresses transportation and circulation issues in the Central Business District and on the Railroad Property. Automobile, train, pedestrian, minibus and alternative transportation modes are addressed.

The CBD is primarily a pedestrian district. The CBD boundary is established to create a well defined, cohesive area that is defined by "walkable" distances. This condensed area maintains the integrity of the *Mainstreet, Small Town America* concept.

It is assumed that traffic congestion in the CBD is a sign of good patronage and healthy business.

Therefore, pedestrian comfort and convenience are given higher priority than vehicle travel speeds and free flow traffic conditions.

Existing vehicular circulation within the Downtown is characterized by a traditional grid pattern providing safe and convenient access within the Central Business District. The east/west streets in the CBD are: Highway 126 (Ventura Street), Santa Clara Avenue, Main Street and Sespe Avenue. The north/south streets are: Central Avenue, Fillmore Street, Saratoga Street, Clay Street and Mountain View Street, as illustrated in figure 7.1.

Current traffic studies indicate that the road segments analyzed in the Specific Plan area are operating at an acceptable level of service (A-C).

Future development may reduce the level of service along some of the City's road segments. Level of service reductions to unacceptable levels that may be brought about by increases in tourist and local traffic within the CBD would warrant appropriate mitigation improvements.

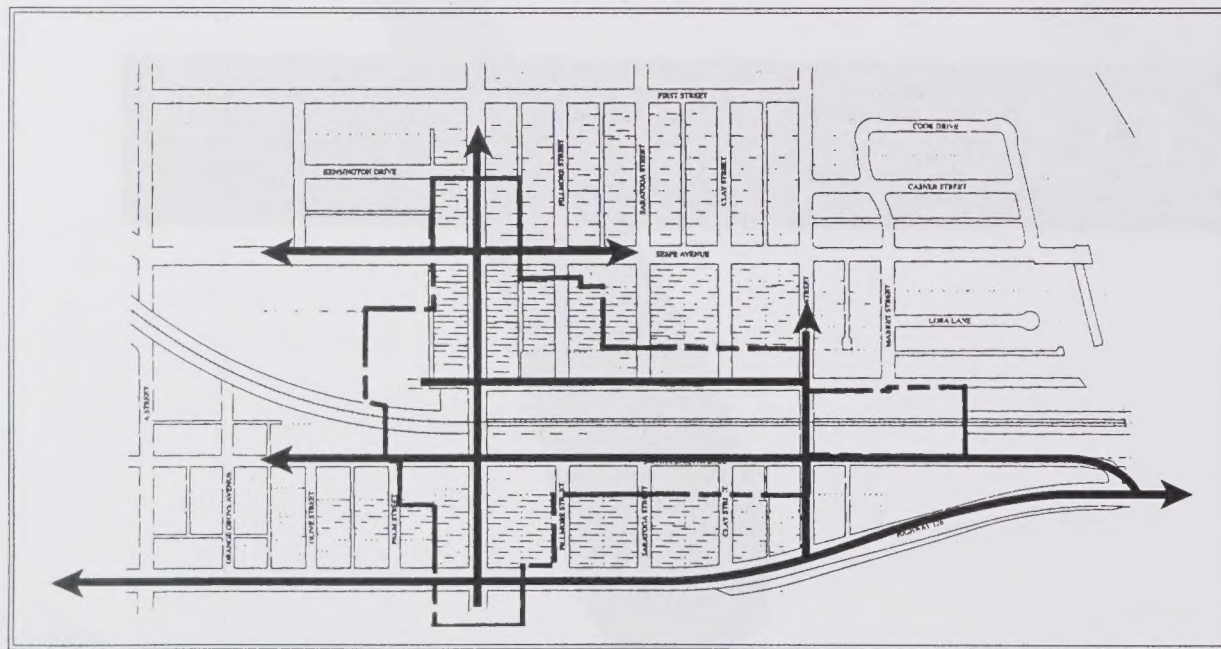
The existing pedestrian circulation system includes public sidewalks along major streets in the CBD, with a notable lack of public sidewalks along the Railroad Property and portions of adjacent areas. This Plan provides for the enhancement of pedestrian circulation within the CBD.

A special form of transportation available in Fillmore is the railroad. Trains currently are limited to amusement uses, but the potential for day trip and commuting services is evident.

CIRCULATION GOALS

The Specific Plan addresses existing and future transportation and circulation issues while pursuing goals related to creating a pedestrian-oriented business district. The circulation goals are as follows:

- Provide an environment which is oriented toward the pedestrian rather than the automobile.
- Allow a lower level of service on Central Avenue as pedestrian comfort, convenience and safety are of higher priority than maintaining vehicular speeds and free-flow conditions at intersections.



EXISTING CIRCULATION

FIGURE 7.1



- Protect adjacent residential neighborhoods from commercial traffic intrusion.
- Improve signage on Highway 126 to identify the CBD entrance to visitors and passersby.
- Provide directory signage for public parking lots on adjacent streets to minimize vehicular circulation.
- Support and accommodate railroad operations for amusement/day trips, as well as commuting at sometime in the future.
- Develop Central Avenue as a vehicular entrance to the CBD and a pedestrian promenade through the CBD.
- Support the alley system to allow convenient vehicular access which does not dominate the streetscape and which provides secondary vehicular and pedestrian access opportunities.
- Develop a pedestrian promenade from Central Avenue, to the east, through the Railroad Property as an enticing and enjoyable connection between diverse components of the CBD.
- Provide pedestrian pass-thrus between buildings at mid block along Central Avenue to promote pedestrian circulation.

CIRCULATION PLAN

This Plan presents policies as well as specific improvements for both public and private property in the CBD. Per this Plan, the following policies, standards and improvements shall be implemented, as feasible:

1. Pedestrian Walkways or "Paseos" - These access ways shall be provided between buildings (preferably at mid-block), for access from public streets to public parking lots. Pedestrian pass-thrus shall be provided, as feasible in the approximate locations shown in Figure 7.2. (Mid block along Central Avenue between Main and Sespe and midblock along Central between Highway 126 and Santa Clara.)

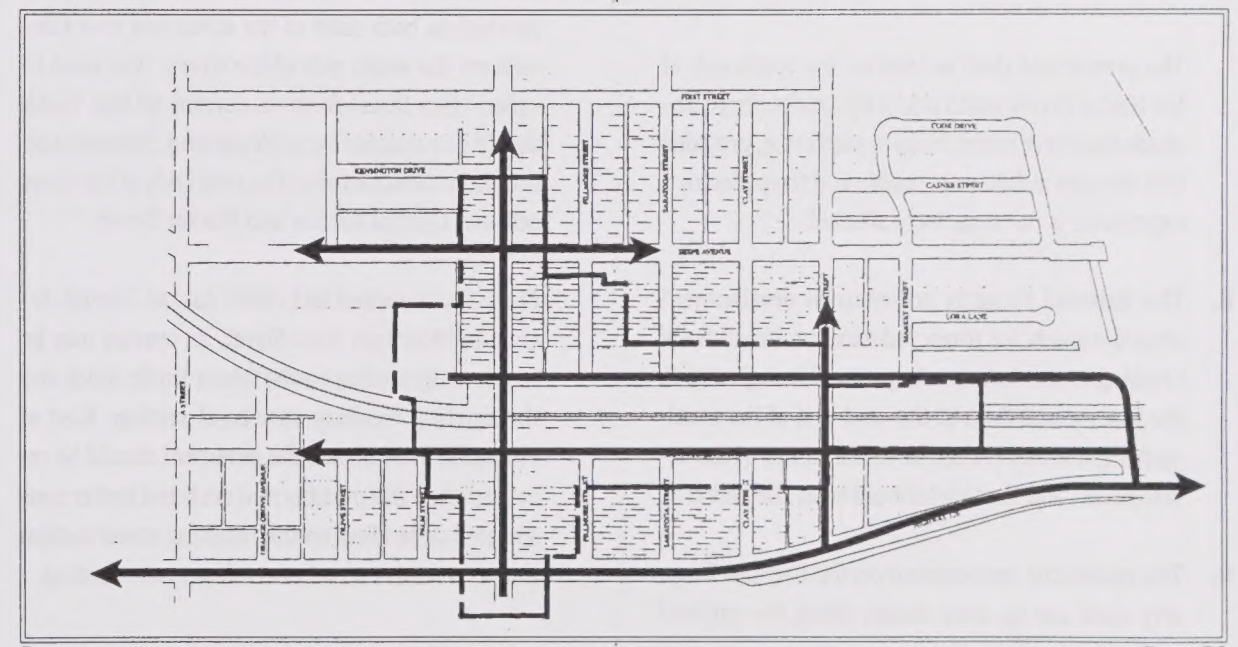
2. Public Sidewalks - All new or redeveloped public sidewalks shall be built to the following minimum widths, as feasible:

Central Ave. - Sidewalks to be ten feet wide.

Main St. and Santa Clara Ave. from Central Ave. to Fillmore St. - Sidewalks to be ten feet wide within the Plan area.

Main Street and Santa Clara Avenue from Fillmore Street to Mountain View Street - sidewalks to be eight feet wide.

3. All development of new City sidewalks shall provide landscaping, lighting, street furniture and rest areas, as indicated in this Plan. (See Chapter 5.)



PROPOSED CIRCULATION

FIGURE 7.2



4. Development and renovation projects on or adjacent to alleys shall provide an orientation and access to the alley.
5. Alternative modes of transportation within the CBD including carriages, jitneys, etc, are encouraged.
6. The railroad right-of-way located west of Central Avenue shall provide an east/west bike path connection to the existing bike path which currently ends at A Street.
7. Development on the Railroad Property shall provide a pedestrian promenade along both sides of the railroad tracks. This corridor shall be pedestrian-oriented for shopping and sightseeing, using the train as a focus and the surrounding buildings as a backdrop.

The promenade shall be level on the south side of the tracks. On the north side of the tracks, the promenade may have raised docks or platforms, provided that they are publicly accessible and the pedestrian experience is not negatively affected.
8. The Railroad Property commercial development should provide for three pedestrian railroad track crossing areas. One crossing should be adjacent to the feature buildings at the west end of the development, another should be in the center of the development and the third should be at the east end.
9. The residential development on the Railroad Property shall use an alley-design along the railroad

tracks to provide convenient auto and pedestrian access to the residences.

10. The following right-of-way improvements are necessary for development of the Railroad Property:

Main Street - Central Avenue: An 8-foot right-of-way dedication is required on Main Street between Central Avenue and Market Street, and a 20-foot right-of-way dedication is required on Main Street between Market Street and the east Railroad Property boundary. These dedications will provide a uniform right-of-way width of 60 feet on Main Street.

Main Street should be widened to 40 feet between curbs from Market Street to the eastern limits of the Railroad Property to provide two travel lanes, parking on both sides of the street and new sidewalk on the south side of the street. The need to widen Main Street from its current 40-foot width should be evaluated for angle parking. Sidewalk also should be constructed on the south side of the street between Central Avenue and Market Street.

From two hundred feet (200') east of Central Avenue to Mountain View Street, an overlay may be required depending on the future traffic index and the existing roadway structural section. East of Mountain View Street, the pavement should be reconstructed and possibly new curb and gutter constructed depending on the resulting street section due to excessive street cross slopes now existing.

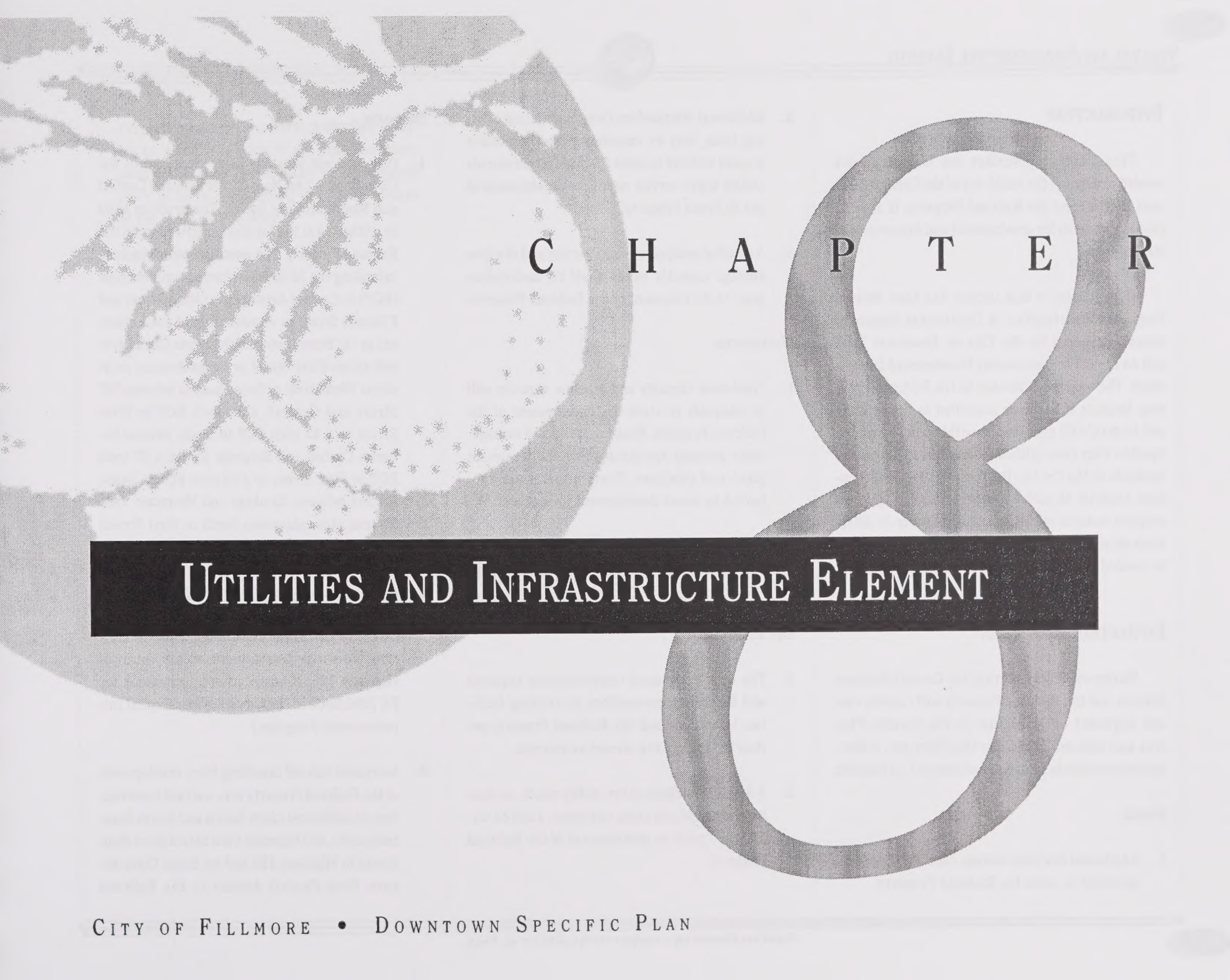
Santa Clara Avenue - Central Avenue/East Project Limits: A 16- to 20-foot right-of-way dedication is required on Santa Clara Avenue to provide an ultimate right-of-way width of 56 to 60 feet, depending on the traffic index associated with the proposed project. Street improvements are required to provide a curb-to-curb width of 36 to 40 feet. These improvements include pavement, curb and gutter, and sidewalk, and perhaps an overlay of existing pavement depending on the future traffic index associated with the proposed development and the existing roadway structural section.

Central Avenue - Main Street/Santa Clara Avenue: No future improvements or right-of-way dedication are envisioned; however, the City's 20-Year Capital Improvements Program (FY 1990-2010) does identify a Railroad Crossing Upgrade on Central Avenue for the 1994/1995 fiscal year. The City should consider this construction in conjunction with development of the Railroad Property.

Mountain View Street - Santa Clara Avenue/Main Street: Additional right-of-way dedication is not envisioned for Mountain View Street. The only street improvement envisioned is sidewalk on the east side of the street. However, the City's 20-Year Capital Improvements Program (FY 1990-2010) does identify a Railroad Crossing Upgrade on Mountain View Street for the FY 1996/2000. This improvement should be constructed in conjunction with the Railroad Property development.



11. Reconfiguration of the East End of Santa Clara Avenue and Main Street - Although outside of the Downtown Specific Plan area and therefore not a part of this Plan, the reconfiguration of Santa Clara Avenue and the extension of Main Street at their eastern ends should be considered by the City as illustrated in Figure 7.2. This modification would create an alternative entry to the CBD at Highway 126 and improve the east/west collector system. This reconfiguration would strengthen circulation access to the Railroad Property and promote improved traffic flow within the Downtown Specific Plan area.



C H A P T E R

UTILITIES AND INFRASTRUCTURE ELEMENT



INTRODUCTION

This element describes the infrastructure needed to support the build-out of the Central Business District and the Railroad Property. It also includes standards for development and improvement strategies.

Information in this section has been derived from the Opportunities & Constraints Summary Report, prepared for the City on December 1992 and on file at the Community Development Department. The analysis is limited to the Railroad Property, because it has been identified as the primary and largest infill opportunity within the Downtown Specific Plan area. Although services are generally available in the Central Business District, independent analysis should be undertaken for any new projects outside of the Railroad Property to determine what, if any, infrastructure improvements will be needed to support that proposed project.

INFRASTRUCTURE PLAN

Maximum development of the Central Business District and the Railroad Property will require new and upgraded infrastructure in the Specific Plan area and adjacent areas. Per this Plan, the following improvements shall be implemented, as feasible:

WATER:

1. Additional fire flow storage capacity should be provided to serve the Railroad Property.

2. Additional distribution lines, paralleling existing lines, may be required in the immediate project vicinity to meet fire flow requirements and/or water service needs for development of the Railroad Property.
3. A detailed analysis of water service and fire flow storage capacity needs shall be undertaken prior to development of the Railroad Property.

WASTEWATER:

1. Treatment capacity and pipeline capacity will be adequate to serve the development of the Railroad Property. Minor capacity and management projects are planned for the treatment plant and pipelines. These projects are supported by sewer development impact fees.
2. A detailed analysis of sewer service needs shall be undertaken prior to development of the Railroad Property.

DRY UTILITIES:

1. The only envisioned improvements required will be service connections to existing facilities located around the Railroad Property perimeter and on-site service extensions.
2. A detailed analysis of dry utility needs, including electrical and cable television, shall be undertaken prior to development of the Railroad Property.

DRAINAGE:

1. One problem area has been identified in the CBD: flooding on Main Street between Central and Mountain View Street. The problem shall be mitigated at the time of construction on the Railroad Property. Two possible options include extending the 36 inch reinforced concrete pipe (RCP) in Central Avenue up to Main Street and Fillmore Street or construction of a box channel in "A" Street between the Santa Clara River and either First Street or Sespe Avenue; or in either First Street or Sespe Avenue between "A" Street and Central; a 36 inch RCP in First Street or a 42 inch RCP in Sespe Avenue between Central and Saratoga Street; a 27 inch RCP in First Street or a 30 inch RCP in Sespe Avenue between Saratoga and Mountain View Streets; plus extensions north of First Street/ Sespe Avenue in Central Avenue.
2. A storm drain, running along Highway 126 and the southerly extension of Mountain View Street to the Santa Clara River, shall be constructed when development occurs south of Highway 126. (Construction is scheduled for FY 1996/2000 in the City's 20-Year Capital Improvements Program.)
3. Increased run-off resulting from development of the Railroad Property may warrant construction of additional catch basins and storm drain extensions on Mountain View Street from Main Street to Highway 126 and on Santa Clara Avenue from Central Avenue to the Railroad



Property's eastern boundary. A detailed analysis to determine what if any improvements need to be constructed shall be undertaken prior to or in conjunction with development of the Railroad Property.

C H A P T E R

CONSERVATION ELEMENT



PURPOSE

The purpose of the Conservation Element is to set forth policies that all new development within the Specific Plan and Central Business District will need to comply with to achieve project consistency with CEQA Guidelines and statutes. The Conservation Element program is an integral part of the Specific Plan and Business District. Statutes defining the required components of a Specific Plan require the preparation of a conservation program to assure that all natural and cultural resources within the plan boundary are adequately protected. The areas of concern that are addressed in the Conservation Element are:

- Heritage Resources Policies
- Biological Resources
- Air Quality
- Hazardous Materials and Oil Facilities
- Geologic Hazards and Unreinforced Masonry Buildings
- Noise
- School Facilities Policies
- Solid Waste Reduction Policies
- Water Resource and Water Quality Conservation Policies
- Traffic Circulation Policies
- Aesthetics and Visual Resources
- Parking
- Police Services

The policies proposed in this section of the Plan are subject to analysis and revision. These

policies will be reviewed for adequacy and completeness in the Draft EIR on the Specific Plan Central Business District Guidelines. Modifications to the policies will be made in response to comments on the Draft EIR.

HERITAGE RESOURCE POLICIES

Inventory Requirements for Development Within the Central Business District and Specific Plan Area.

1. Prior to approving discretionary development on lands within the Central Business District or Specific Plan Area, City staff shall review the heritage resource sensitivity of parcels proposed for development by consulting available inventories of prehistoric and historic sites. Phase I studies shall be required on all parcels designated as potentially sensitive for subsurface heritage resources or historic structures.

Exceptions to the Phase I study requirement can be made by the Planning Director or by the Executive Director of the Redevelopment Agency, as appropriate, in cases where:

- A. prior archaeological or historic studies have been performed and no significant deposits have been found;

- B. building additions and modifications will not exceed 5% of the existing building footprint square footage;
- C. interior remodeling or exterior facade renovation is proposed; or
- D. other circumstances that, in the Planning Director's/Executive Director's judgment, warrant an exemption from the Phase I study requirement. Exemption decisions should be coordinated as part of Planning staff review of a project. Exemptions shall not be permitted for Phase I, II or III studies on any parcel where deposits or historic structures meeting CEQA definitions of significance are met.

Historic and Prehistoric Archaeological Sites: Significance Evaluation (Phase II) and Mitigation Programs (Phase III)

2. If archival or physical evidence on the surface of a location proposed for development indicates that historic or prehistoric archaeological resources or important historic resources may be present, Phase II (subsurface) archaeological test excavations designed and implemented by trained historic and/or prehistoric archaeologists, and/or study of historic structures shall be completed. The Phase II requirements are required in those areas designated



as sensitive in the Archival Study performed for the Specific Plan and Central Business District area (LSA Associates, 1993) or in any area designated as containing an archaeological deposit as a result of a Phase I study. A continuously updated sensitivity map shall be maintained by the City showing the location of both prehistoric and historic sites or structures of significance.

The Phase II investigation shall determine the probable area and vertical extent of archaeological remains and determine whether the deposits are intact and meet CEQA eligibility requirements. In the cases of historic structures, the Phase II study shall identify the significance of the structure and any potential mitigation plan which may reduce impacts to the structure. The Phase II report shall include a plan for mitigation complying with Appendix J of CEQA if significant deposits or historic buildings or sites are encountered.

3. If determined eligible under CEQA, impacts to a significant historic or prehistoric archaeological site or standing structure within the Central Business District or Specific Plan Area shall be mitigated through a Phase III (sub-surface testing or architectural documentation) data recovery program. Financial limitations on Phase III programs shall conform with Appendix J of CEQA Guidelines, unless construction is undertaken with Federal Funds in which case mitigation funding shall comply

with and be limited by Federal standards and guidelines.

4. If feasible, construction impacts to significant archaeological deposits shall be minimized through the use of less destructive footing construction technology (post-tensioned slabs, pier footings, etc.).
5. In cases where a Phase III data recovery program has been required and once a mitigation data recovery program has been completed, a qualified archaeologist shall be present during all excavation activity, including preliminary soil investigations and trenching for foundations, utilities, and grading. When items of historic or archaeological value are uncovered, work shall be halted for a time period reasonable to the City to assess the features and, if necessary, prepare a plan to preserve or recover them. If the proposed project is located in an area with prehistoric or historic native Californian sites, then a native descendant shall also be retained to perform monitoring.

PROPOSED POLICIES APPLICABLE TO HISTORIC ARCHITECTURAL SITES

1. Development within the Central Business District and Specific Plan Area shall be performed in accord with all existing historic structure inventory and management programs currently promulgated by the City.

2. If appropriate, new construction shall be set back from and be architecturally compatible with the historic features, buildings, or landmarks. New construction shall comply with Design Guidelines contained in the Central Business District and Specific Plan and with standards established by the City's Historic Preservation Guidelines.
3. If a designated historic landmark will be demolished as a result of Central Business District or Specific Plan implementation, an historic structure report shall be prepared by a qualified architectural historian describing the history and significance of the building. Floor plans, elevations and photographic documentation of the structure shall be provided in this report. The report shall be filed with the State Office of Historic Preservation Clearinghouse and with local museums, agencies, and historic societies.

BIOLOGICAL RESOURCES

1. All new development adjacent to Pole Creek or other locations with the potential to directly impact significant biological communities shall require preparation of a landscape plan which addresses restoration or replacement of native vegetation, erosion control, and restoration (e.g., installation of sediment detention basins and either hand planting or



hydroseeding immediately after finish grading). Planting methods should be based on the most successful revegetation methods for the affected habitat type.

2. A setback and buffer shall be maintained between potential or existing riparian habitats along Pole Creek and new development. The dimensions of the buffer can be modified at the discretion of the Planning Department Director. The interpretation of the setback requirement should be reasonable rather than categorical. In some cases, a setback of variable dimension provides an optional solution to riparian corridor protection. Recognizing the urban nature of Pole Creek in the project vicinity, average setbacks over the length of a corridor should be approximately 50 feet.
3. All landscape plans for new or renovated development shall emphasize the use of native plants to the extent feasible. Because these plant materials are invasive and often disperse beyond the area of planting into native habitats or these materials prevent the development of habitat understory, the following invasive exotics shall be prohibited:

Tree of Heaven
English and German Ivy
Giant reed
Black locust
Scotch and French broom

Periwinkle
Easter and Spanish broom
Pampas Grass Blue
Red gum eucalyptus
Ice plant
Acacia
Garland chrysanthemum
Sydney wattle
Bermuda grass
Black acacia Beach grass
Fountain grass
Kikuyu grass
Mat grass
Bermuda buttercup
Tamarisk
Artichoke thistle
Water hyacinth
Everlasting pea
Castor bean
Himalaya berry

4. Developments adjacent to Pole Creek or modification to the storm drain system that may effect any Santa Clara River outfalls shall be designed to minimize, to the extent feasible, the use of revetments, "hard surface" improvements or cement protective devices. In cases where some erosion control or flood control protection is necessary, studies shall be conducted to determine the least disruptive protective alternative and to design methods for either eliminating or mitigating impacts associated with local or regional riparian habitats.

AIR QUALITY

SHORT-TERM CONSTRUCTION EFFECTS

1. All active portions of a construction site shall be watered to prevent excessive dust generation.
2. Construction contractors shall properly maintain and operate construction equipment and use direct injection diesel engines if feasible.

LONG TERM EFFECTS

1. Commercial and residential projects with emissions in excess of thresholds shall be required to contribute to an Air Quality Mitigation Plan if such a plan is adopted by the City in the future. The payment of fees established by the City shall be considered "maximum feasible mitigation" and additional mitigation, if fees are imposed, shall not be required (other than construction related measures). If adopted, the fee structure established by the City shall be modified as necessary in the future. The Planning Director or the City Council shall have discretion over the modification of the fee schedule, if in the judgment of the Director, such fees would make implementation of a project infeasible.



HAZARDOUS MATERIALS AND OIL FACILITIES

1. An auditing program should be systematized and extended to all parcels where the City determines that there is either a likelihood or possibility that hazardous materials are present on a parcel to be developed under the Specific Plan or on parcels within the Central Business District. A set of criteria should be developed by the City so a potential parcel purchaser will know if an audit will be required. Parcels to be developed by present owners (where a transfer of property is not contemplated) could be exempt from this requirement unless, in the City's judgment, this exemption may result in disputes over the development of adjacent parcels.
2. Due to deficiencies in existing government and private records, on parcels that would be subject to this audit and study requirement, the auditing program should require a field survey component. All inoperative tanks, pipes, and contaminated soils discovered during these audits shall ultimately be completely removed using approved disposal procedures. Closures in place should be prohibited.
3. A plan and procedures should be in place for the reporting, containment, handling, removal, and disposal of tanks and/or hazardous waste discovered during construction. As needed and at the discretion of the City, an environmental

inspector shall be available during the excavation phase of any construction activity to provide waste management guidance.

4. Tanks currently operational but not capable of being brought into compliance with applicable state law should be removed. All contaminated soils shall be removed or decontaminated. Steps shall be taken to have currently permitted hazardous waste generators and handlers phased out of the project area and no new permits issued for such activities.

OPTIONAL MEASURE:

5. The City should consider initiation of a Central Business District and Specific Plan Area Enhancement Fund program to accumulate money necessary to assist in the remediation of existing contamination, to purchase land and facilities currently being used for uses incompatible with the Specific Plan and Central Business District area, and to otherwise improve the compatibility of land uses and quality of life within the Central Business District and Specific Plan Boundary and immediately adjacent areas. This fund could be underwritten by Federal or State Grants as well as other sources of revenue related to oil facility operations within the City (including a 1 or 2 cent local tax on gasoline sales at stations located within the City if such an arrangement can be legally implemented).

GEOLOGIC HAZARDS

1. For developments situated within the Central Business District unreinforced masonry hazard zones, developers (contemplating reinforcement of or second story additions to unreinforced masonry buildings) shall submit a complete geotechnical foundation and earthquake resistance investigation prepared by a California Certified Engineering Geologist and Geotechnical Engineer. The investigation shall concentrate on specific foundation design recommendations including pile type, capacity and testing. The investigation shall include specific recommendations for structural support which will minimize the potential seismic impacts on the building. The geotechnical engineer shall review the structural foundation plans for conformance with the investigation's recommendations, and perform site inspections during foundation and wall construction.
2. To reduce potential loss of life and damage due to unreinforced masonry building failures, the City shall continue to participate in encouraging (and assisting to the degree feasible) building owners to obtain funding for upgrading unreinforced buildings. The City shall prohibit construction of critical service structures (hospitals, fire stations, schools, nursing homes, police stations, etc.) in unreinforced masonry buildings unless they have been upgraded to State Model Ordinance standards.



3. The City shall maintain (to the degree feasible) an unreinforced masonry downtown core area (north of Main and south of Sespe along Central Avenue) to assure the perpetuation of the downtown's historic building aesthetic.

NOISE

1. Design of retail and commercial facilities adjacent to residential uses shall (if possible) situate site truck loading areas, garbage dumpsters, and loudspeaker systems away from the adjacent residential property lines.
2. If necessary, sound attenuation walls or some other form of noise mitigation planning should also be required where retail-commercial and residential uses are planned in close proximity.
3. For any residential property situated within a CNEL contour of 60 to 65 dBA, noise studies shall be required during building permit review. These studies shall describe building orientation recommendations and other mitigation recommendations that shall be incorporated (as feasible) into a project design. Noise studies for other types of development (other than residential) can be required if determined necessary by the Planning Director.
4. Balconies within the Specific Plan area with south facing orientations should be planned

only after site specific noise evaluations are performed. Mitigation measures such as gasketed windows and double paned glazing may be required to comply with applicable Federal guidelines and thresholds.

5. Noise reduction planning, including site specific noise studies, shall be required prior to implementation of any residential projects (or other noise sensitive uses) adjacent to the railroad facilities within the Railroad Property boundaries.

SCHOOL FACILITIES POLICIES

1. Commercial and residential projects shall be required to pay State mandated School District Fees.
2. The Planning Department shall consult with the local school district's to coordinate and facilitate future educational facility improvements required as a result of Specific Plan and Central Business District development. To the degree feasible (and necessary), supplemental funding above State mandated limitations shall be considered by the decision makers on a case by case basis.

SOLID WASTE REDUCTION POLICIES

1. Prior to issuance of building permits, to the

extent applicable, developments shall include space allocation and provisions for recyclable materials collection facilities in refuse disposal areas for paper, aluminum, glass, cardboard, and newspapers to mitigate cumulative solid waste generation impacts. These requirements shall apply to residential, commercial, retail, and office uses proposed within the Central Business District and Specific Plan Boundary. Prior to final building inspection and before permission for occupancy is granted, these recyclable materials collection facilities shall be constructed.

2. Builders shall be encouraged to use recycled products, when feasible, in the construction of residential units, commercial buildings, community facilities and infrastructure.
3. The City shall require that a household and/or office/retail products hazardous waste program be implemented within the Specific Plan boundary when such programs are established by the Ventura County Solid Waste Management District.

WATER RESOURCE AND WATER QUALITY CONSERVATION POLICIES

1. All new developments within the Specific Plan and Central Business District boundary shall comply with requirements to use ultra low water consumption toilets, showers, faucets.



Exterior landscaping drip irrigation systems shall be required for the office and residential portions of any proposed project.

2. Ultra low water demand water-conserving dishwashers and washing machines shall be used in residential projects developed under the Plan. Selection of these fixtures shall be reviewed and approved by Planning staff. All hot water lines shall be insulated.
3. All landscaping in public areas shall, as appropriate, be serviced by drip irrigation systems. Turf areas shall be minimized in the landscaping design. Low water demand/drought tolerant native or naturalized plants shall constitute the majority of the landscaping program.
4. Features such as recycling type fountains or dry fountains shall be encouraged in public areas as landscaping features to compensate for the use of drought tolerant plant inventories.
5. In any turf areas within public spaces, street medians or landscaping barriers, hydro tensiometers and automatic irrigation systems (or similar technology) shall be used to achieve most effective use of water applied to turf.
6. All components of any City water conservation ordinance or other related plan (adopted subsequent to approval of the Specific Plan) for instituting water retrofit requirements or re-

claimed water use shall be implemented as appropriate for all residential retail/commercial developments within the Plan Boundary.

7. Future residential development within the Specific and Central Business District Plan boundary shall be integrated with any applicable City planning efforts to obtain additional long term water supplies and to provide adequate fire flow storage requirements.
8. All future development within the Specific Plan boundary shall comply with NPDES requirements to assure that the dispersion of urban pollutants resulting from either landscape irrigation or stormwater flows is properly mitigated.

TRAFFIC CIRCULATION POLICIES

1. All new development shall make a pro-rata, fair share contribution to the City's cumulative traffic impact fee program unless this fee is waived by the decision-makers. The fees shall be used to implement capital improvement projects which would either assist in the improvement of downtown circulation or to mitigate the effects of cumulative project impacts in the downtown area.
2. The City shall establish a traffic impact monitoring program for implementation of the Specific Plan. This program shall involve (1) pe-

riodically monitoring the peak hour operation of intersections in the Plan vicinity and (2) evaluating the effects of individual developments completed under the Specific Plan. This program should be ongoing until buildout of the Specific Plan is completed.

3. A traffic study may be required (at the discretion of the City Traffic Engineer) for all proposed developments within the Specific Plan boundary which will result in the construction of new structures in excess of 10,000 square feet. The purpose of this study shall be limited to identifying needed traffic improvements and designating appropriate funding mechanisms to insure that such improvements are installed. Potential improvements that may include but are not limited to signalization, addition of right and left turn pockets, and restriping of intersections and lane configurations approaching intersections.

AESTHETICS AND VISUAL RESOURCES

Art in Public Places programs emphasizing the following measures should be encouraged:

1. The creation of modest sized brightly painted tile plaques that explain briefly the historic significance of important structures, features, and places;



2. The use of regional sandstone for facing portions of exterior walls of buildings; the creation of planters within or adjacent to pedestrian walks or set-back areas;
3. The creation of sandstone planters, tree walls, and free-standing low balustrade elements in open spaces;
4. The creation and installation of dry or wet fountains and small landscaped areas surrounding these features incorporating historic period garden designs;
5. Landscape upgrades in public areas, parks, and highway corridors to increase the density of streetscape planting;
6. Renovation or reconstruction of period architecture facing important public streets;
7. Installation of landscaping or other public enhancement design measures along approaches to the Specific Plan Area;
8. The addition of detailing, resurfacing building exteriors (including painting) and otherwise upgrading building facades that do not comply with the proposed design guidelines.

PARKING

1. The City shall establish a parking supply moni-

toring program within the Central Business District boundary. This program shall involve

1. periodically monitoring the availability of peak hour parking supply within the District and
2. maintaining an accurate map and correlative table that accounts for the total supply and peak hour capacity of existing on-street and off-street parking supply. Developments proposed under the Plan that would significantly impact the existing supply-demand balance would need to provide for additional parking supplies. This program should be ongoing until buildout of the Specific Plan is completed and until substantial evidence is obtained that compliance with the Parking Plan objectives has been achieved.

POLICE SERVICES

To mitigate potential impacts on police services, the following policy should be added to the Conservation Element:

1. Defensive space property security plans should be integrated into all new residential and commercial projects. Applicants shall be required to consult with County and City police department personnel to obtain guidance regarding the applicability of defensible space concepts to individual development projects.

C H A P T E R

PLAN IMPLEMENTATION



A

PLAN ADOPTION

Once environmental documentation is completed, the General Plan should be amended to reference the new CBD boundary and the Downtown Specific Plan. Following these actions, Specific Plan adoption hearings can proceed. The Specific Plan itself should be adopted in two separate actions. Chapters Four and Five, which contain design and public improvement guidelines should be adopted by resolution. This provides the City with flexibility to change these guidelines in response to market conditions, community dictates or new options that arise.

The remaining chapters should be adopted by ordinance which gives the City the power of law to apply the development standards and require conformance with improvement plans.

B

PLAN ADMINISTRATION AND AMENDMENT

OVERVIEW

The Downtown Specific Plan contains the tools for completing the vision for Downtown, including Railroad Property development. Goals, policies, development standards, public improvements and design guidelines are provided to direct renovations and new development. This section of the Plan provides information relative to achieving the Plan including financing, incentives, application processing and administrative functions.

Implementation of the Specific Plan requires a coordinated effort by both public and private development. Identified public improvements must be provided to set the stage for private sector investment. These improvements will make a visible commitment to the enhancement of the CBD. They will add value to the area and lay a foundation for future investment in the form of building renovations, new development and the influx of healthy businesses. The established standards and guidelines in this Plan are then utilized when reviewing all new development proposals to assure a high quality and consistency with the Plan's vision.

GENERAL REQUIREMENTS

As Plan implementation is dependent on both public and private development, there must be a coordination of efforts. To assure proper implementation of this Plan, the following requirements are established:

- Following adoption of the Downtown Specific Plan, all land use activity and development applications shall be reviewed for conformance with the Plan's goals, development policies and guidelines.
- The City shall develop and adopt a plan and schedule for carrying out public improvements within the CBD including but not limited to the following components:
 1. Streetscape and facade improvements.
 2. Central Park enlargement and enhancement.
 3. Entry gateway at Highway 126 and Central Avenue.
 4. Infrastructure improvements (e.g. drainage and railroad crossings).
 5. Public parking lots.
- The City shall develop and adopt a plan for attracting developers to the Railroad Property. The Plan shall consider the various incentive programs outlined below.



- The City shall encourage and facilitate Shortline Enterprises and the relocation of the historic depot.
- The City shall develop and adopt a CBD Marketing Plan as discussed below.

FINANCING

For construction and program costs, a number of revenue sources will need to be relied upon. Possible sources include:

- **Infrastructure Costs - Financing** for the development of infrastructure (including, but not limited to, circulation and infrastructure improvements, Central Park expansion, public plazas, entry treatments, parking facilities and common area landscaping) can be derived from developer fees, tax increment bonds, hotel occupancy fees, sales tax revenues/bonds, assessment district fees, Mello-Roos Districts and/or City general funds. In some cases, infrastructure will be constructed by private developer applicants in lieu of or in supplement to developer fees.
- **New Structures and Rehabilitation/Redevelopment - It is intended** that new development, redevelopment and rehabilitation be primarily financed by private developer/applicants. However, the City may implement special incentives as discussed below in this Plan or employ any

or all of the financing mechanisms listed above to fully or partially finance such development.

- No provision of this Plan is intended to limit the City from financing and constructing development or from entering into public/private partnerships between the City and a private entity for the purpose of financing or constructing development. These types of partnerships are strongly encouraged.

AMENDMENTS TO THE PLAN

It is anticipated that this Plan may be amended several times during its implementation life in order to accommodate newly identified opportunities and changing conditions.

A Specific Plan Amendment may be required, as determined by the City, if the proposed use(s) or development concepts in a development application vary substantially from the use(s)/concepts provided for by this Plan.

Also, substantial deviation from a particular development policy may require an amendment to the Plan, as determined by the City. Such an amendment may be initiated by the City or as part of a Planned Development Permit proposed by a developer/applicant. In either case, a Specific Plan Amendment, containing text and graphics as required by State law and City policy, shall be prepared and processed.

All such amendments shall require an environmental determination and, depending upon the results of that study, may require the preparation of environmental documentation in compliance with the California Environmental Quality Act.

Amendments to this Plan prepared by developer/applicants shall be reviewed by the Community Development Department, which shall prepare written comments and recommendations for all amendments. The Plan Amendment, along with staff comment and recommendation, shall be forwarded to the Planning Commission for its review and recommendation and then to the Redevelopment Agency for its action.

Whenever feasible, Plan Amendments and related Planned Development Permits should be considered at the same hearing(s).



PROCESSING REQUIREMENTS

The processing for all renovation plans, development applications, or sign permits shall be as specified in the Zoning Ordinance.

Prior to initiation of any development or sub-



division plans within the Plan area, applicants are encouraged to conduct a pre-application meeting with the Community Development Department in order to establish consistency with the goals, standards and guidelines of the Plan.

An environmental determination shall be conducted for each Planned Development Permit, Specific Plan Amendment or any other required discretionary permit. At a minimum, the environmental determination shall utilize the evaluation of impacts addressed in the Environmental Impact Report prepared for this Plan. State law provides an exemption (Section 65457) from further CEQA requirements for development projects, if they are undertaken to implement a specific plan, provided the project is consistent with the specific plan.

A Specific Plan Amendment may be required, as determined by the Community Development Director, if the proposed use(s) or development concept(s) in a development application vary substantially from the use(s) and/or concept(s) provided for by this Plan.

Applications for all new development and any external renovations of existing structures within the Plan area, shall be submitted to the Community Development Department for purposes of determining conformance with the Design Element of this Plan.

The City may consider establishing a Design Review Committee which could be composed of a licensed architect and landscape architect ap-

pointed by the Redevelopment Agency and the Community Development Department Director or his/her designee.

The Committee would review each application and provide timely written comment and recommendation to the Community Development Director prior to consideration of a development application by the Review Authority.



INCENTIVES

This Plan provides for an incentive program to be developed by the City to assist in the renovation, enhancement and completion of the Central Business District. Proposals that meet criteria, to be established by the City, would be granted special incentives.

These incentives, to be established by the City at a later date and by separate action, may include:

- City-supported loan and grant programs.
- City-supported commercial rent incentives.
- Waiver or reduction of City permit application fees.

- Waiver or reduction of developer fees.
- Priority processing through the City's development review process.
- Deferment of property tax payments.
- Rebates of property taxes. (The General Fund would be reimbursed by the Redevelopment Agency.)
- Rebates of sales taxes collected by the City. (The General Fund would be reimbursed by the Redevelopment Agency.)
- Reduction of parking requirements.
- City to provide capital improvements.
- City to provide low interest loans.
- City to sell bonds to finance certain public improvements associated with a private development.
- City to establish a business recruitment program for new development.

Incentives, when adopted, shall be implemented on a case-by-case basis depending upon the merit of the proposed project, as determined by the City.

Any application requesting participation by the



City, in the form of special incentives, financing or public/private partnership, shall require execution of an Owner Participation Agreement (OPA) or Disposition & Development Agreement (DDA) to be executed by and between the developer/applicant, the Redevelopment Agency and/or the City of Fillmore. An OPA or DDA shall incorporate by reference the Planned Development Permit and include, but not be limited to, a listing of tasks to be completed by the developer and the Redevelopment Agency and/or the City, a schedule for performance by the parties, any special development conditions and a financing plan that details how and under what circumstances the development will be financed.

E

MARKETING SUPPORT

It is anticipated that this Downtown Plan, in combination with an extensive City and downtown business marketing plan, will establish a foundation upon which to attract tourists and residents to seek amusement and specialty shopping within the entire Central Business District.

Pursuant to the Specific Plan goals and the General Requirements listed above, the City shall

develop a marketing plan that would enable the entire Central Business District to come alive with tourist and resident activity both day and night.

Special care must be taken in the establishment of these programs to insure that they avoid an artificial or "cartoon" characterization of a real, functioning downtown, but rather nurture the existing character of a traditional urban village spawned by the railroad and citrus agriculture industries.

To implement this program requirement, the City may consider assigning responsibility to a particular City department or the establishment and funding of a "bureau" to facilitate and implement the marketing plan.

The marketing plan should have the following components:

- The scheduling, coordination and sponsoring of thematic street fairs, open air markets and other civic events.
- General publicity as well as coordinated business advertising.
- Formal or informal promotional presentations or networking with outside investors/businesses.
- Development and distribution of "downtown" brochures.

- Packaging and promotion of specific downtown sites.
- Establishment of a business recruitment and support program.
- Establishment of a downtown management authority.

The development of a marketing plan with components such as those listed above will support implementation of the Specific Plan by attracting new investment, encouraging reinvestment and providing a more aggressive retailing approach for existing businesses.

C H A P T E R

ADDENDUM



City of Fillmore
Downtown Specific Plan
Addendum

ADOPTED BY CITY COUNCIL
(Resolution 01-2522 / 01-2523)

REVIEWED AND RECOMMENDED
BY PLANNING COMMISSION
(Resolution 01-511 / 01-512)

Prepared for the City of Fillmore

By

Mainstreet Architects and Planners, Inc.
and
Stephanie Diaz, Land Use Planner



growth of the train concession. The historical museum complex on the Railroad Property is progressing and the presence of the trains is a distinctive and impressive sight. Especially prominent is the success of the new City Hall and Central Park that have carried out the Specific Plan Goal to: Establish Central Park and the immediately surrounding area as the “center of the CBD.”

Many of the Specific Plan goals, development standards and schematic plans for the downtown and the Railroad Property are being successfully implemented. However, the growing success of the train operation and on-going support for Central Avenue businesses need to be addressed in more detail in the Specific Plan. Therefore, this Addendum has been adopted as an amendment to the 1994 *City of Fillmore Downtown Specific Plan*.

Where the text of this Addendum, including goals, policies or development standards, conflicts with the text in the original *City of Fillmore Downtown Specific Plan*, this Addendum takes precedence over the original text.



Restored Historic Town Theater
on Central Avenue

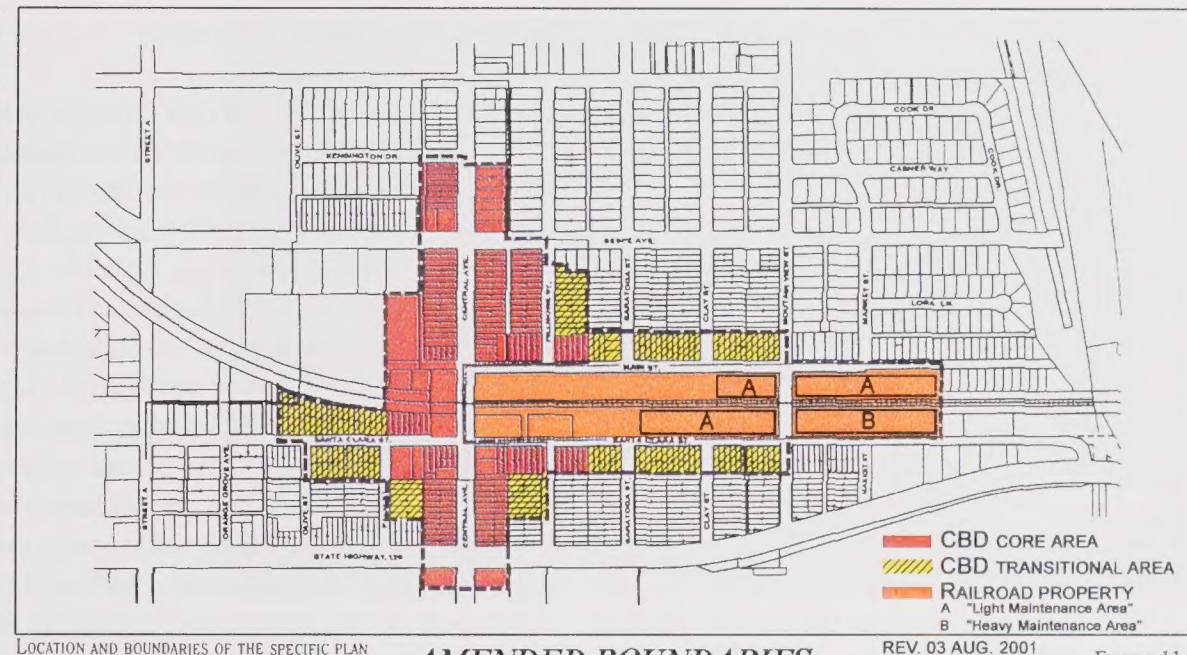
II. THE LAND USE ELEMENT

A. SPECIFIC PLAN AREA and CENTRAL BUSINESS DISTRICT

Boundary and Zoning Designation Changes:

The boundaries of the Fillmore Downtown Specific Plan and the Central Business District (CBD) overlap. This boundary was established in the 1994 Specific Plan by defining the area that served as the downtown commercial core and including the thirteen-acre parcel located in the eastern portion along the railroad tracks. The Central Business District has been divided into sub areas called the CBD Core Area, the CBD Transitional Area and the Railroad Property as depicted in Figure 1.6. The core area requires street level retail and the transitional area functions like a downtown but feels like a neighborhood.

During the Specific Plan Update process, it was determined that the Specific Plan/CBD boundaries should be expanded in only two areas, a half block on the east side of Palm Street, south of Santa Clara Street and a half block on the west side of Fillmore Street. The current zoning on this property is Commercial Highway (CH). These parcels are directly adjacent to the current Specific Plan and CBD boundaries and should be developed in a manner that supports the downtown rather than allowing build-out of



highway commercial development that is not consistent with the downtown land use and design regulations.

Areas within the Specific Plan and CBD boundaries were also examined and it was determined that some areas currently designated as CBD Core Area should be changed to CBD Transitional Area. The CBD Core designation requires retail uses on the ground floor in the front one third of all structures. Some properties located on Fillmore Street are a significant distance from the existing retail shopping core

on Central Avenue and the planned shopping areas on the Railroad Property. Therefore, mandating street level retail uses is not practical or economically feasible in these areas.

The following land use and designation changes are made to the *City of Fillmore Downtown Specific Plan* and are depicted in Figure 11.1, as amended:

- Seven parcels fronting on Palm Street facing west, are added to the Specific Plan area and the properties are



3-STORY MIXED USE BUILDING EXAMPLE

.6 UNITS = 47 UNITS PER ACRE

FIGURE 11.2

redevelopment in the downtown.

The following CBD Development Policies are added to the *City of Fillmore Downtown Specific Plan*:

1. Three story developments are permitted within the CBD Core Area on key sites which are determined to be all corner properties and at mid-block locations.

No new three story structure shall be built directly adjacent to another existing three story structure.

2. No structure shall exceed 48 feet in height. This limit provides for appropriate fire protection for the top or, maximum, third story.

3. Three story structures are permitted on the Railroad Property and within the CBD Transitional Area for hotel uses and also for affordable housing projects that are restricted by the City for long-term affordability. No new three story structure shall be built directly adjacent to another existing three story structure.
4. No vehicle parking spaces visible from the front of the building.
5. Architectural relief, detailing or setback to soften the appearance of the 3rd story shall be incorporated.

These Development Policies apply even if the option to increase railroad service, as described later in this document, is not pursued or is abandoned in the future.

Promote Central Avenue as the City's Pedestrian-Oriented Shopping District:

The train concession brings in a large number of visitors that should be encouraged to visit downtown businesses. A "draw" is needed to entice railroad visitors to walk up Central Avenue and visit downtown businesses. As a larger portion of Fillmore's downtown is being dedicated to train operations through this Specific

Plan Amendment, the downtown businesses should take advantage of the potential visitor-related business opportunities. Several public improvements would assist in bringing visitors from the train concession into the downtown.

The following CBD Development Policies are added to the *City of Fillmore Downtown Specific Plan*:

1. A focal point should be provided in the vicinity of the Central Avenue and Sespe Avenue intersection. An interesting feature such as a gazebo, archway, Victorian clock, large trees, special plantings should be provided that will be visible from Central Avenue, in the vicinity of Central Park. This visual element will help attract visitors interest when viewed from the Railroad Property and entice them to walk down Central Ave.
2. All buildings facing Central Park shall incorporate at least one of the following pedestrian-oriented design elements, including but not limited to: special entry way architecture, recessed main entry, bulkheads, transom windows, special building design details (tile, wood, or stone trim, etc.), special door design, pedestrian-oriented hanging signs,

awnings, balconies, terraces or public plazas, fountains, sculpture, outdoor seating, decorative paving, decorative light fixtures, or historical-theme glazing. Additionally, the architecture shall have civic presence comparable to City Hall and the historic Bank of Italy building. For further information, please see Chapter 4 (Private Property Design

Element) of the Specific Plan, Figure 4.14 (page 4:8).

3. The vacant lot mid block on the west side of Central Avenue between Sespe Street and Main Street is a key site for new development. New development on this lot shall provide a pedestrian walk way from Central Avenue to the public



MASONIC LODGE BUILDING (DESTROYED 1994)
THREE STORY MIXED USE EXAMPLE

FIGURE 11.3



parking lot at the rear of the lot. This walkway shall be at least 12 feet wide and have a minimum of 14 feet of unobstructed height, if not fully open to the sky. This building shall also incorporate visual features such as a tower element that creates visual interest when viewed from the Railroad Property. This building shall incorporate the design requirements for Central Avenue

4.

buildings and be consistent with all applicable design expectations of this document.

Provide streetscape improvements along Central from Highway 126 to Sespe Street such as decorative sidewalk paving, shopping directories, new landscape planters and street trees, and sidewalk widening for a special pedestrian area at the vacant lot mid-block on Central Ave. above Main Street. In general, Central Avenue sidewalks should not be widened at the expense of on-street parking. Small widenings for planters, benches or bistro tables can be accommodated in the existing widened areas. The location of existing and proposed widenings should be analyzed for pedestrian safety, driver visibility and aesthetics. The decorative sidewalks could include demarcations (using tile or brick) for private use areas that allow benches, sandwich board signs, potted plants, decorative displays or sidewalk dining.

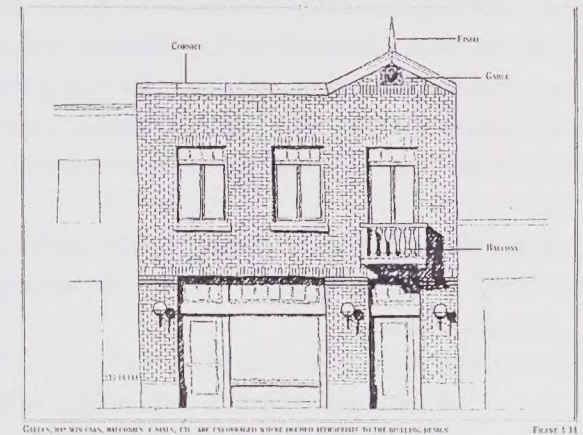
5.

An important streetscape element is the provision of a planted median in Central Avenue from Highway 126 up to Santa Clara Street to provide an aesthetic entrance drive to the CBD as viewed from the Highway.



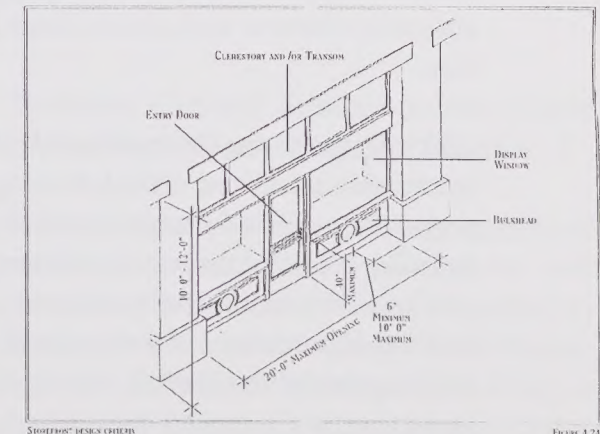
2 STORY MIXED USE BUILDING
3 UNITS = 53 UNITS PER ACRE

FIGURE 11.4



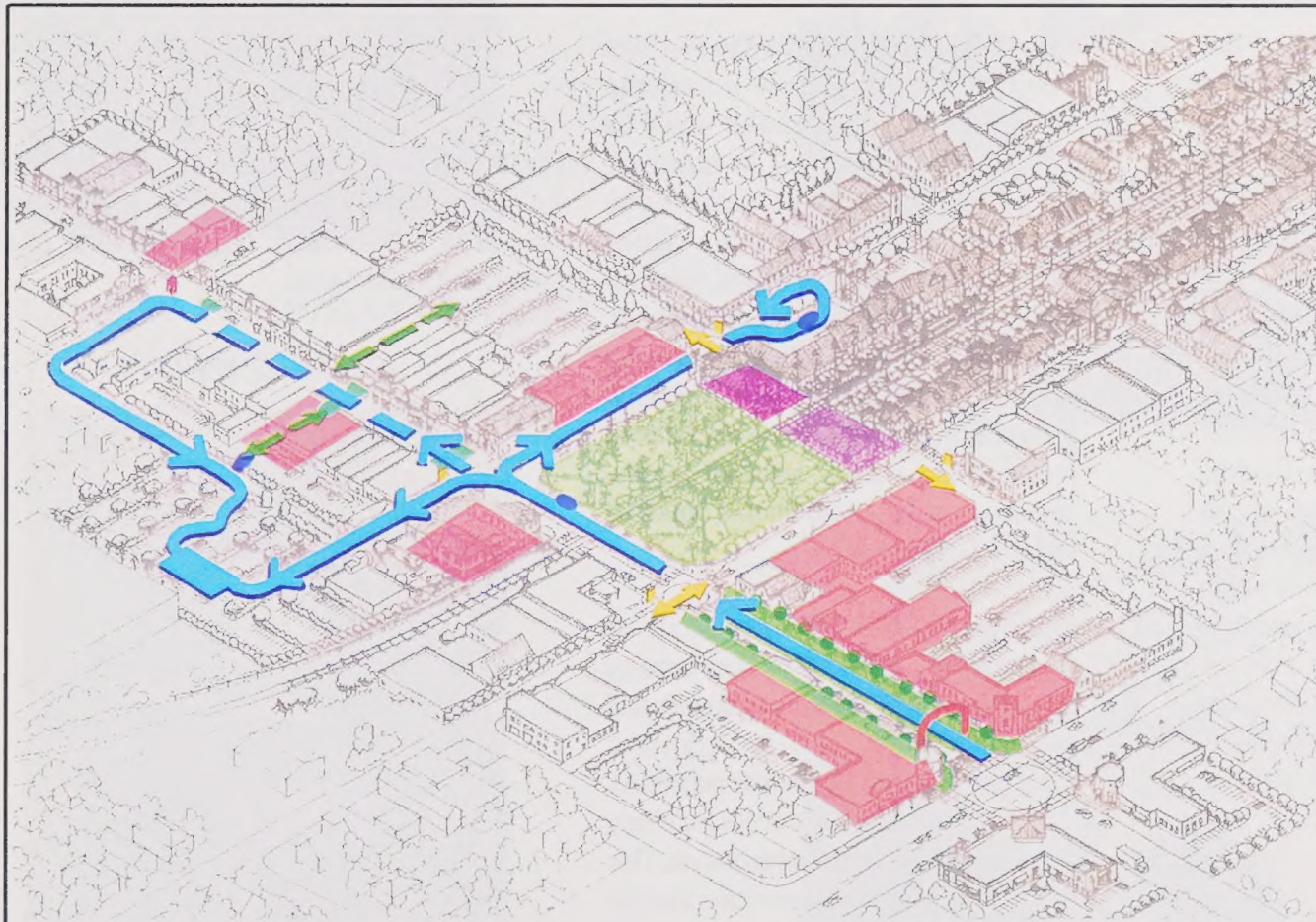
GABLES, BAY WINDOWS, BALCONIES, FINIALS, ETC. ARE ENCOURAGED WHERE DEEMED APPROPRIATE TO THE BUILDING DESIGN TO PROMOTE PEDESTRIAN SCALED DESIGN

FIGURE 11.5



STOREFRONT DESIGN CRITERIA

FIGURE 11.6



Strategic Improvements to the CBD Core

A Visual Focal Point for the Core
At Sespe and Central

Feature Building

Facilitate Construction of New Feature Building to Complete the "Urban Enclosure" of Central Park.

Tour Bus Strategic Access

Drop-off and Pick-up Points Which Will Encourage Browsing on Central Avenue. (Central Park, Train Depot and at pedestrian link north of Post Office)

Key Development Sites

Infill Sites Will Help Reinforce the Downtown's "sense of Place."

Clear Directional Signs

To Direct Visitors to Parking and Destinations in the Downtown.

Extend Streetscape to Hwy

Visually Connect Central Avenue from the Hwy to Sespe Avenue.

Gateway to Downtown

A Highly Visible Announcement and Point of Arrival for Visitors and Passers-By



6. Provide designated tour bus and trolley routes through downtown to manage traffic flow and give visitors an opportunity to view portions of the downtown beyond the Railroad Property. A suggested tour bus route is shown on page 11:10. This route may be modified over time if circulation and parking patterns change. Provide all tour bus companies with maps showing the tour bus routes, bus stops and long-term parking areas.

7. Provide a designated tour bus stop for loading and unloading visitors on Central Avenue in front of Central Park and in the western public parking lot behind the post office. Adequate shaded seating shall be provided. Maps and/or signs shall also be provided to encourage visitors to walk through the downtown before or after their train excursion. A trolley concession may be added to provide a riding tour from the various parking lots through the downtown.

8. Long-term tour bus parking shall be provided in association with public parking lots that are not visible from Central Ave. Such areas include the parking lot west of Central Avenue, the

Railroad Property and planned public parking lots behind the shops east of Central.

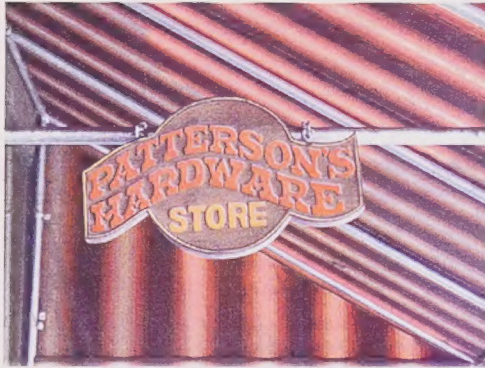
9. Provide a Downtown Way-Finding Sign Program. A set of signs with a consistent shape, theme and/or color shall be developed and placed in strategic locations throughout downtown. Destinations that need to be signed include: City hall, post office, tour bus stop, tour bus parking, public parking, downtown shopping district, railway promenade, train depot, train boarding, train tickets, historical museum, railroad round house, winery, tourism bureau, senior center, library/memorial building, and public restrooms.

10. Temporary window signs shall be regulated for size, color and time of display through the zoning ordinance and these standards shall be enforced. Fluorescent colors shall not be permitted. The City shall adopt a process for citing and fining violators of this regulation. This process shall include a provision that the business license shall not be renewed until the violation is corrected and all fines are paid in full.

11. The Central Business District Sign

Guidelines shall continue to prohibit "can" or cabinet type wall signs. These sign types have been re-evaluated in the Specific Plan Update and the 1994 Specific Plan restriction on these sign types is reaffirmed.

These Development Policies apply even if the option to increase railroad service, as described later in this document, is not pursued or is abandoned in the future.



UNDER AWNING SIGN

QUALITY PEDESTRIAN ORIENTED DOWNTOWN SIGNAGE



PROJECTING SIGN



INDIVIDUAL METAL LETTERS



COMBINATION OF PROJECTING SIGN AND WALL SIGN



B. THE RAILROAD PROPERTY

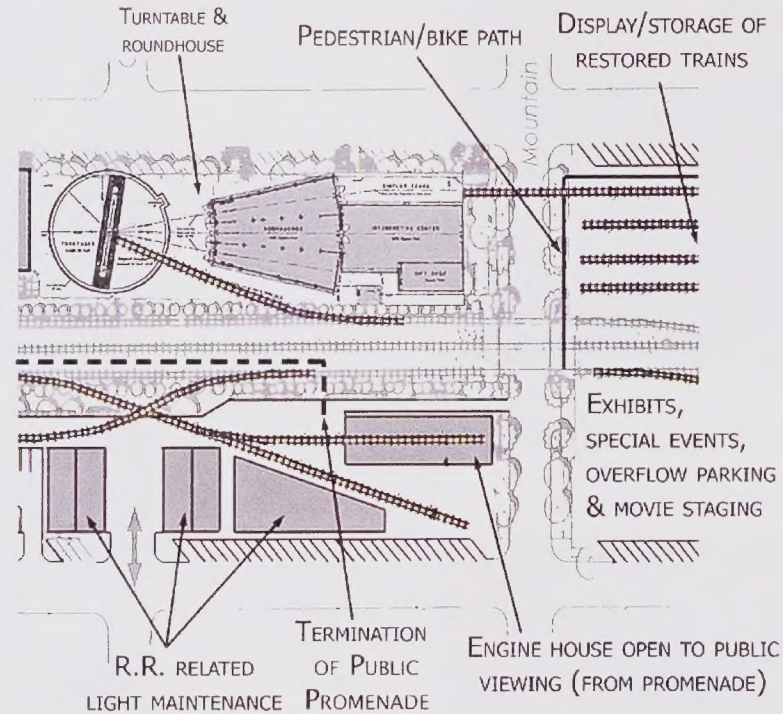
Additional Railroad Property Goals:

During the Specific Plan Update process, there was much discussion regarding the appropriateness of a train concession in downtown Fillmore. At the conclusion of the process, it was determined that a private train operation in the central business district of a small town is unique. The only other such endeavor is in Durango Colorado. The potential visitor draw from the train operation can be a significant source of business for Fillmore's downtown. Also, the jobs that are created add significant employment opportunities. These employees will patronize downtown businesses. The City concluded that Fillmore should remain the home of the train concession currently operated by the *Fillmore and Western Railroad Company*.

The train operation involves intense daily service activities before a train leaves and after it arrives back in Fillmore. These activities include cleaning, food preparation, electrical charging, water tank filling and light maintenance. These services must be provided at track side along the promenade. Currently, the central portion of the Railroad Property (from City Hall east to Mountain View Street) provides land area to accommodate the daily train service activities. This area also has been used for storage of train parts and for heavier

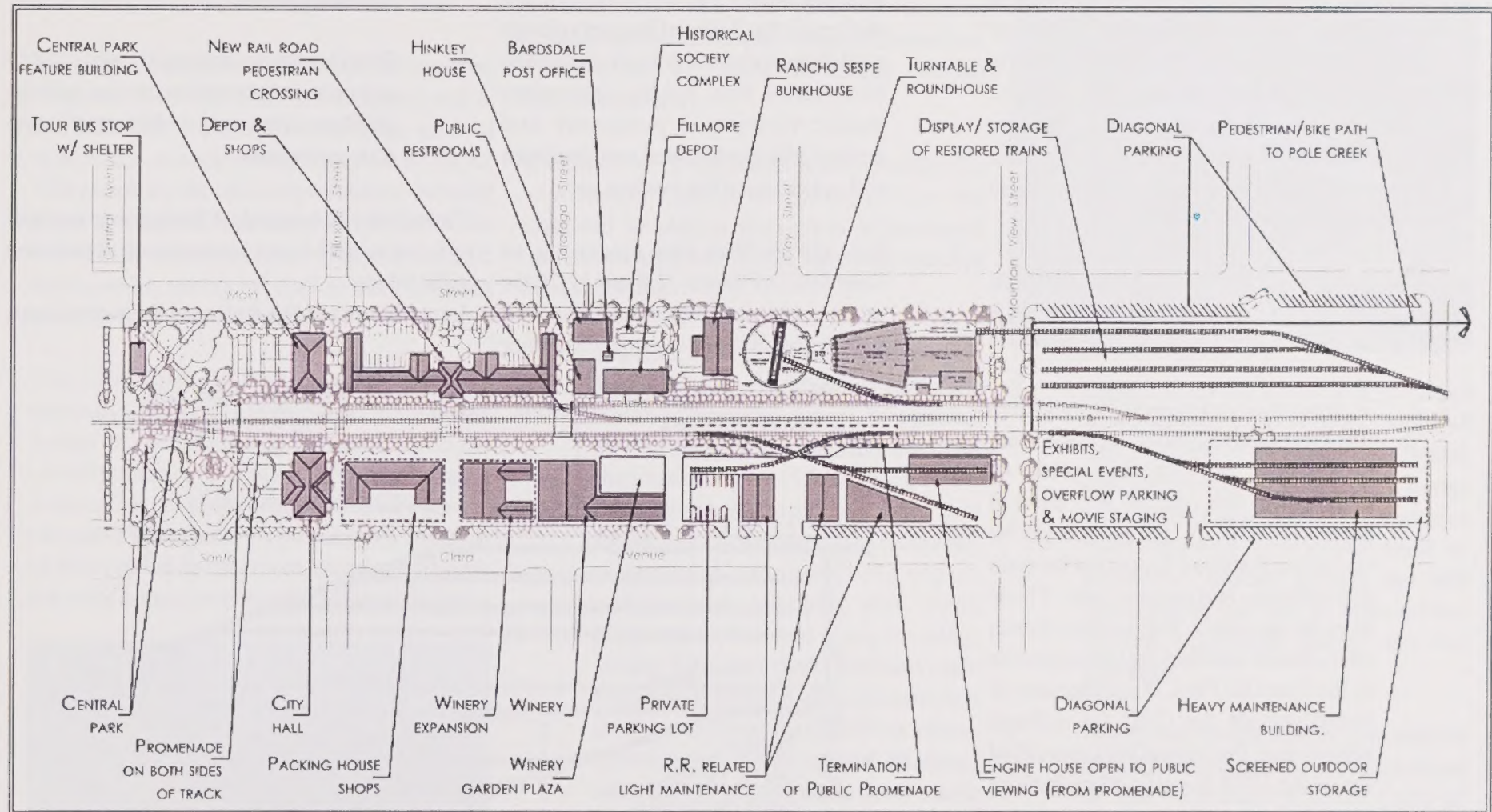
train service. These uses have been determined to have aesthetic, noise, and safety concerns and therefore should be moved further from the center of town by locating them on the eastern portion of the Railroad Property (the lands east of Mountain View Street).

There is also a need for ongoing-heavy maintenance including sand blasting, painting, lifting locomotives with large cranes and removal of wheel assemblies, as well as storage of large spare train parts. The movie industry that often films on the trains also needs equipment storage areas. Other locations outside the Central



Business District have been investigated to carry on the light and heavy maintenance uses. However, no other site has been found to be feasible. To ensure a successful train concession, daily and special train maintenance must be accommodated on the Railroad Property at this time as there are no other operationally and/or economically viable sites.

In accommodating train service and maintenance within the Central Business District, certain operational restrictions are needed. It is important to ensure that business for downtown shops is not negatively impacted, that public safety is



Railroad Property: Site Plan

AMENDED

FIGURE 11.7



maintained around the railroad tracks, and that the property has an appealing look. Of utmost importance is that the train concession be able to operate smoothly. It is also desirable to allow public viewing of train operations wherever feasible. The use of screen walls, safety fencing and view fencing must be strategically located to promote these characteristics.

The following Railroad Property Land Use Goals are added to the *City of Fillmore Downtown Specific Plan*:

1. To encourage and support the long-term viability of the railroad concession in the downtown, provide the option of developing the central and eastern portions (from City Hall eastward to the end of the Railroad Property) for train maintenance and support uses. These uses are an option that would replace retail, theater and housing uses called for in the Specific Plan. If another area is found outside the CBD for railroad support uses, the original land uses called for in the 1994 Specific Plan shall be permitted.
2. Regulate railroad-related uses to certain areas of the Railroad Property and ensure that structures and outdoor work areas are developed with a high degree of

aesthetic quality. Building construction shall meet the Railroad Property design guidelines and outdoor work areas shall be screened from public view unless public viewing is purposely and aesthetically incorporated into the design and operation of the outdoor area.

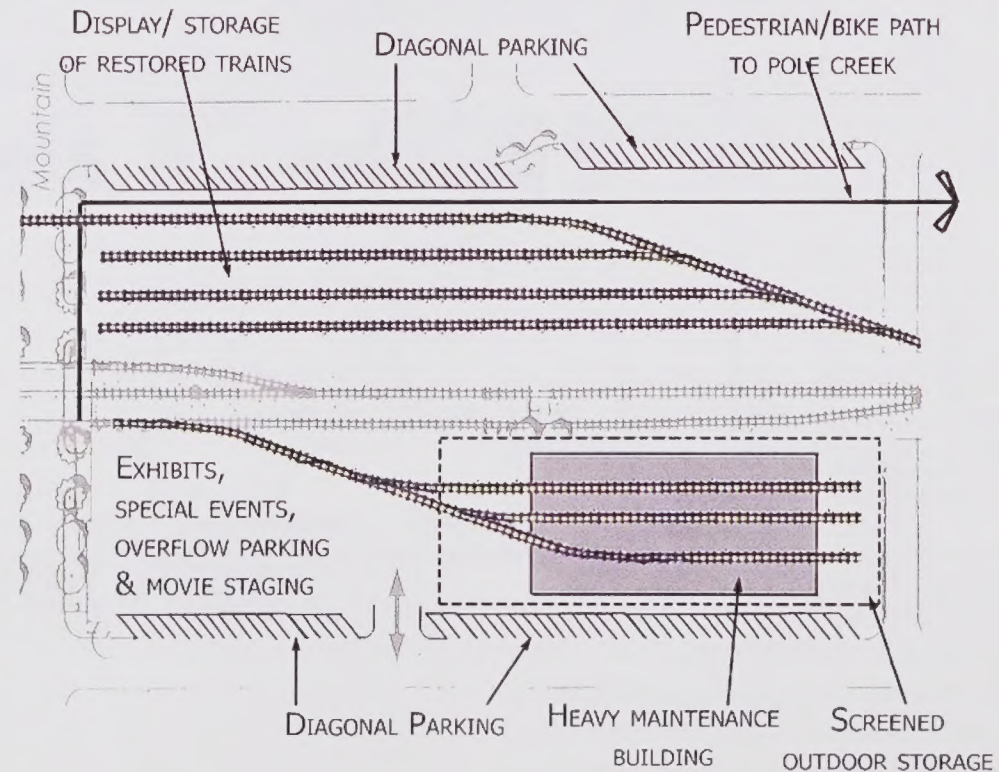
3. Provide buffers and screening as described in Figures 11.8 and 11.10 for some train maintenance areas and provide public viewing areas for other

train operations.

4. Provide security fencing for public safety and provide the train concession with the ability to close certain public areas during train operations.

These Goals do not apply if the option to increase railroad service is not pursued or is abandoned in the future.

Amendments to the Railroad Property Land





Use Designations and Permitted Uses:

The central and eastern portions of the Railroad Property (from City Hall to the eastern end of the Railroad Property) provide large areas of open land in close proximity to the railroad tracks. This proximity allows food preparation and daily clean-up activities to be stationed adjacent to the train. On the eastern portion of the property, side tracks can be constructed to allow trains to access areas for heavy maintenance.

The 1994 Specific Plan currently calls for specialty retail with a possible performing arts theater or senior housing with parking on the central portion of the Railroad Property. Housing is specified for the Railroad Property east of Mountain View Street. By providing for an option of train-related development, commercial build-out in the central portion of the Railroad Property



would be decreased. This option will reinforce Central Avenue as the retail center of Downtown Fillmore and will allow the unique railroad operation to thrive.

The Land Use Element and Figure 3.5 of the *City of Fillmore Downtown Specific Plan* are amended to address the option of increased railroad-related uses in the Railroad Concept Plan, as follows:

1. Light train service and maintenance shall be permitted in the central portion of the Railroad Property, east of City Hall and the Winery to Mountain View Street, as depicted in Figure 11.7 and page 11:14, as amended. Light service and maintenance uses include the following: ticket sales, administrative office, commercial kitchen with food preparation, interior train cleaning, fueling, light jacking, electrical and water recharging. Exterior train maintenance shall be allowed that involves minor cleaning and minor repairs. Welding, sandblasting, painting or the use of cranes are not permitted. Movie prop storage within an enclosed structure is also permitted. Train-related historical equipment may also be displayed in this area.
2. Light train service shall also be permitted in the eastern portion of the Railroad Property (east of Mountain View Street) and north of the railroad tracks. Long-term storage and display of renovated train cars and locomotives shall be permitted. Motion picture and still photography as well as train-related historic equipment display are also permitted.
3. Heavy train service shall be permitted on the southern half of the eastern portion of the Railroad Property (east of Mountain View Street) as depicted in Figures 11.7 and 11.10, and page 11:16. Heavy train service includes remodeling services, sandblasting, painting, welding, use of large cranes, exterior renovation work, wash racks, train wheel service,





outdoor storage of spare train parts and movie equipment. Appropriate screening and buffers per Figures 11.8, 9 and 10 shall be provided in addition to a maintenance structure. A building or outdoor screened area for movie prop storage is also permitted. If this area is not developed for heavy train service, the area can be used for train-related historic equipment display, public parking or special events.

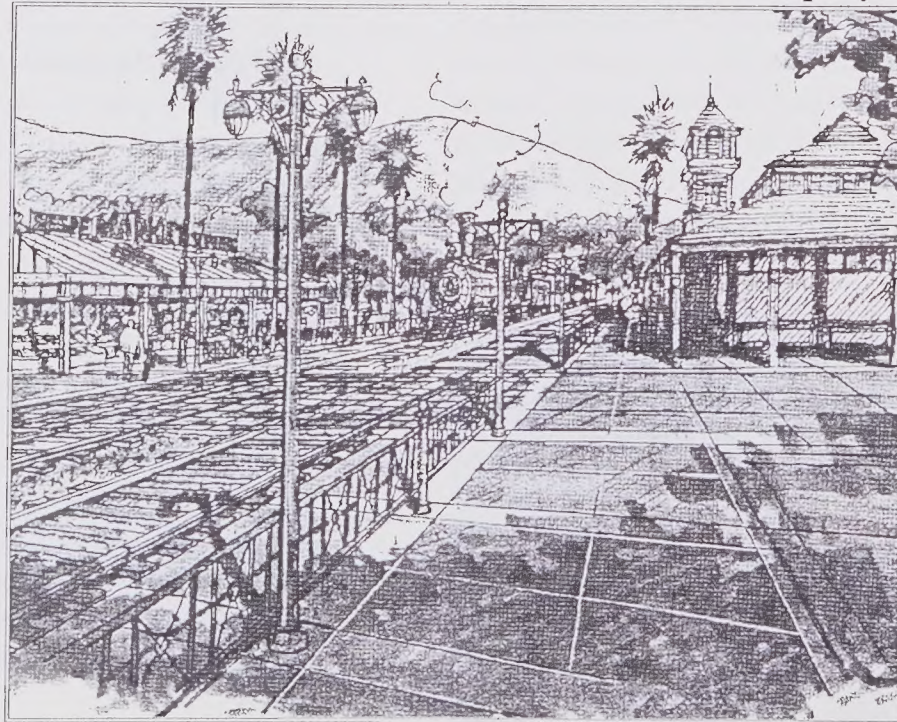
4. The public promenade shall extend along north side of the railroad tracks through the central portion of the Railroad Property and end at Mountain View Street. At the south side the public promenade shall end at the east end of the winery property. A private sidewalk maybe extended beyond that point. Appropriate screening and buffers shall be provided. Temporary closures to limit public access may be permitted during set times approved by the City to accommodate railroad operations and public safety. An elevated promenade may be constructed east of the winery to provide unique public viewing of railroad cars and to allow train maintenance staff to enter the track area under the promenade to service the trains
5. An east/west pedestrian and bike path

shall be provided in the eastern portion of the Railroad Property. A landscaped area along the pathway shall serve as a buffer between the existing residential neighborhood and the train use.

6. Railroad use of the property east of Mountain View Street should be reviewed on an ongoing basis. When and if the railroad does not need the land, an analysis of other viable uses should occur. These Land Use Plan Amendments do

not apply if the option to increase railroad service is not pursued or is abandoned in the future. In that case, the original 1994 Specific Plan will guide development of the property. If in the future it is determined that railroad related uses will not occur on the central and eastern portions of the Railroad Property, a Specific Plan Update should be conducted to determine the best use of the land and appropriate development policies appropriate at that future date.

Additional Railroad Property Development



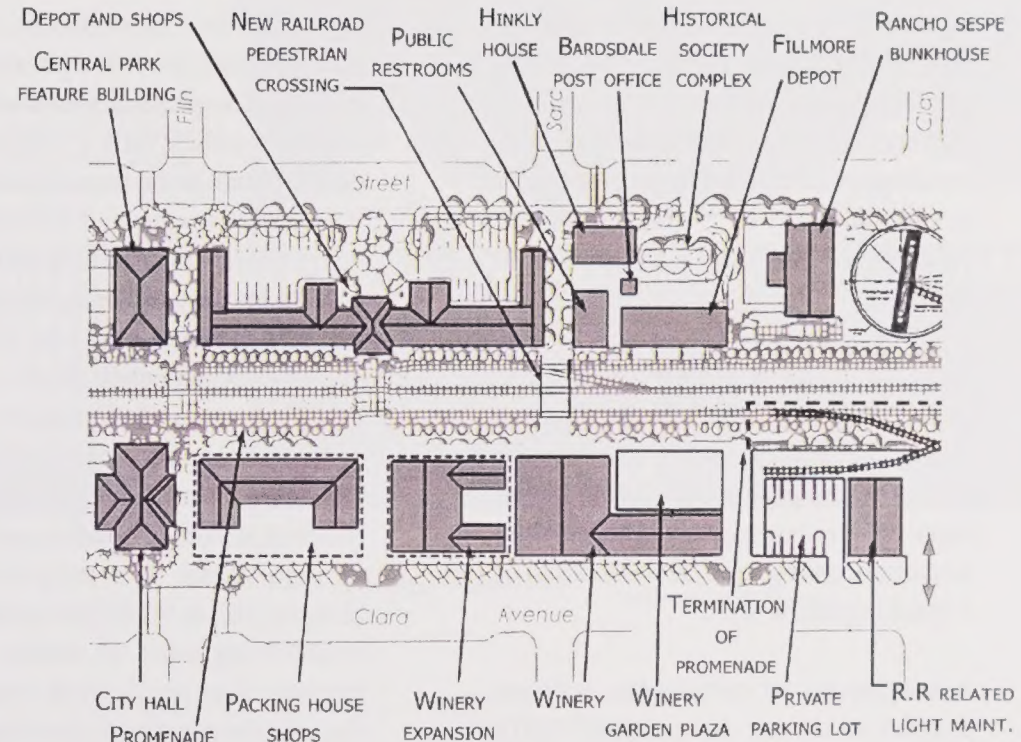
THE PROMENADE RUNS CONTINUOUSLY THROUGH THE RAILROAD PROPERTY



Policies:

To address the option of The following Railroad Property Development Policies are added to the *City of Fillmore Downtown Specific Plan*:

1. Visibility of the pedestrian promenade through the western and central portions of the Railroad Property may be increased through the use of architectural or decorative features such as archways, trellises, flagpoles and banners. Larger archway elements should be located at the track crossings to emphasize the locations.
2. No operating trains shall be on the tracks for more than four hours in the area between Central Avenue and the extension of Saratoga Street unless authorized by the city. This will promote access to the pedestrian railroad crossings and provide view corridors across the tracks.
3. The pedestrian and bicycle path on the eastern portion of the Railroad Property shall be paved and a minimum of twelve feet wide. It shall be designed to connect to a Pole Creek trail system, if feasible. A ten to fifteen foot wide landscape buffer with trees and shrubs shall be planted



along the pathway.

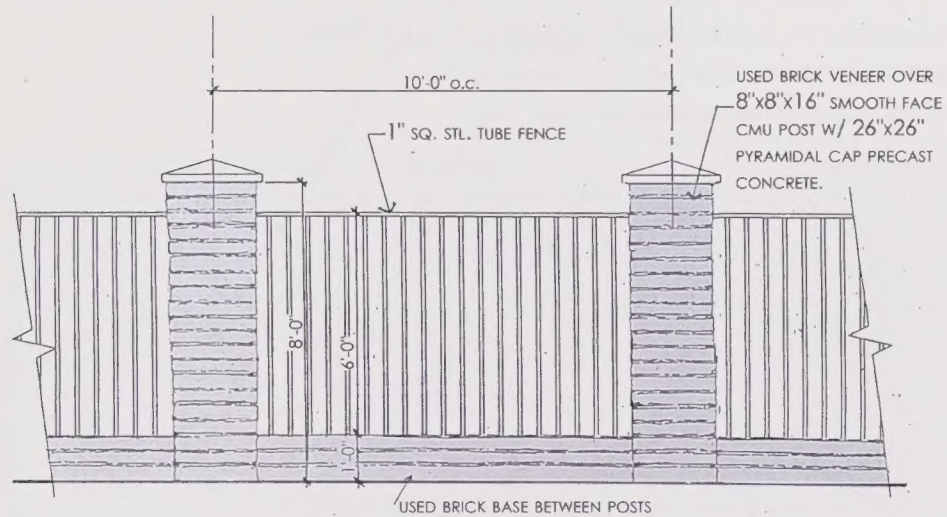
The feature building planned for the north side of the Railroad Property adjacent to Central Park shall be designed to avoid creating a visual and pedestrian access barrier. This building should include a good size, upscale dinner house on the ground floor, with terrace dining facing Central Ave. The building shall be designed with pedestrian-oriented features, including but not limited to:

special entry way architecture, recessed main entry, bulkheads, transom windows, special building design details (tile, wood, or stone trim, etc.), special door design, pedestrian-oriented hanging signs, awnings, balconies, outdoor terraces or public plazas, fountains, sculpture, outdoor seating, decorative paving, decorative light fixtures, or historical-theme glazing.

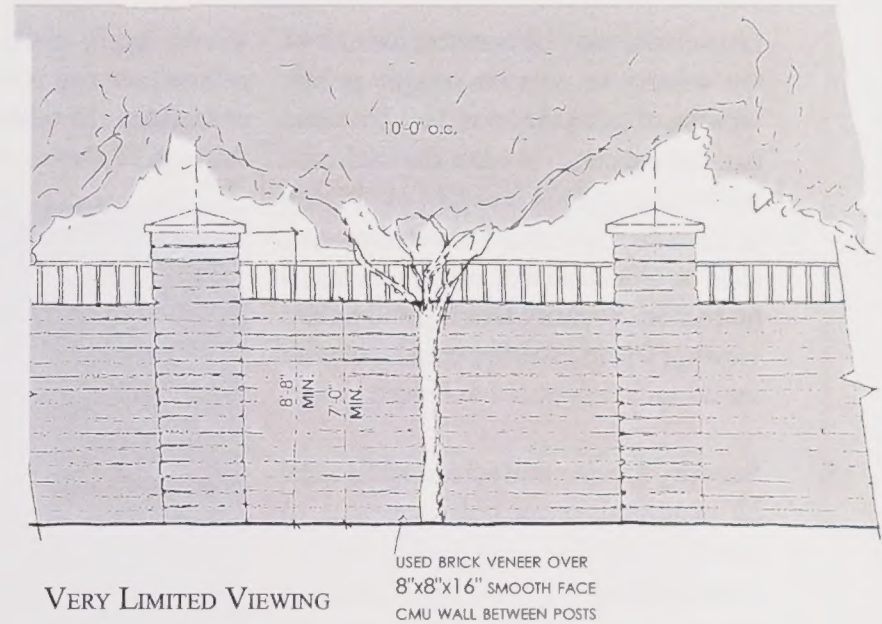
A train depot of approximately 4,000



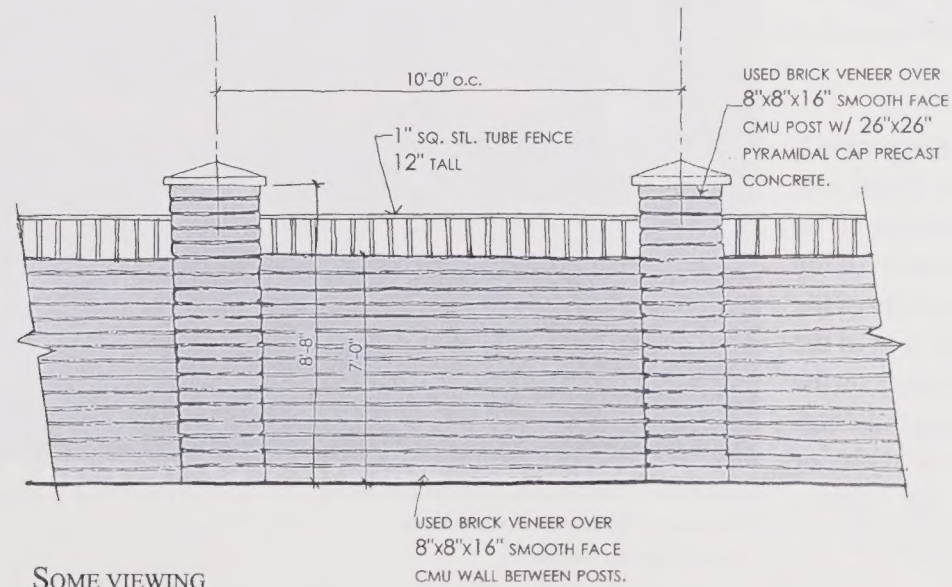
- square feet may be constructed to provide ticket sales, public waiting area, gift shop, historical or train-related displays and train administration. This building could be an interim building prior to development of a grand depot or could be a first phase of a larger depot structure.
6. If the grand railroad depot building is to be replaced with a smaller permanent depot, one and two story commercial structures are permitted adjacent to the depot. This commercial building(s) shall be architecturally related to the depot or a "packing house style."
 7. A temporary or permanent railroad platform cover to protect train passengers from sun and rain is permitted on the north side of the tracks.
 8. Central Park shall be provided with additional shade. More trees around the central plaza area, shade ramadas, trellises, and/or gazebos should be considered.
 9. The sunken bowl in Central Park shall be leveled to provide a more useable space.
 10. Within 90 days of adoption of this Specific Plan Amendment, the train operator shall provide a phasing plan to the City. This phasing plan shall provide concept plans and a schedule for development of the central portion of the Railroad Property and for removal of heavy train maintenance, outdoor storage uses, temporary/trailer buildings and the incubator business train cars. A schedule and concept plans shall also be submitted for development of the eastern portion of the Railroad Property for heavy train maintenance uses including a maintenance building, a storage building and outdoor storage areas. The purpose of this phasing plan is to address existing non-conforming uses, to assure that the property does not degrade visually and that long-term goals are not compromised by short-term projects. The City Council shall review the submittal and adopt a phasing plan. The adopted phasing plan shall provide time limits for completion of each portion of the plan.
 11. Public parking on the Railroad Property shall be limited to small public lots in the vicinity of the train depot on the north side and west of the winery on the south side. The majority of public parking shall be provided on-street at the Railroad Property frontage in either diagonal or parallel form.
 12. Railroad-related structures shall be developed with a high degree of aesthetic quality. The smaller railroad depot shall be constructed in a traditional railroad depot style. Other railroad-related and commercial buildings shall be "packing house" style as described in the 1994 Specific Plan. Train maintenance and storage buildings shall also be packing house style with the exception of the Engine House on the eastern end of the central portion of the Railroad Property. This building may be designed of galvanized corrugated metal with large viewing windows.
 13. Opaque screening, at least seven feet tall, shall be provided for outdoor storage.
 14. Appropriate screening and security fencing shall be provided along the public promenade. No chain link, wooden slats or barbed wire. Temporary closures to limit public access may be permitted during set times approved by the City to accommodate railroad operations and public safety. Safety fencing built in sections that can be unlocked and swing across the promenade to restrict public access shall be installed. An elevated



VIEWING W/SEPARATION



VERY LIMITED VIEWING



SOME VIEWING

Figure 11.8



promenade may be constructed east of the winery to provide unique public viewing of railroad cars and to allow train maintenance staff to enter the track area under the promenade to provide service to the trains. Light train maintenance areas shall be fenced so that public viewing is permitted. Security fencing and public viewing fencing shall be consistent with the designs designated in Figure 11.8.

15. Security fencing and screen walls shall be provided along public streets to restrict public access and to screen certain train maintenance areas. Security fencing and screen walls shall be consistent with the designs designated in Figure 11.8
16. Commercial uses including retail, restaurant, office, winery, hotel and visitor-serving shall continue to be permitted on the central portion of the Railroad Property in the vicinity of the planned depot on the north side of the tracks and adjacent to the winery on the south side of the tracks. These buildings shall be packing house style or architecture related to the winery building.

Development Policies numbered 1 through 9

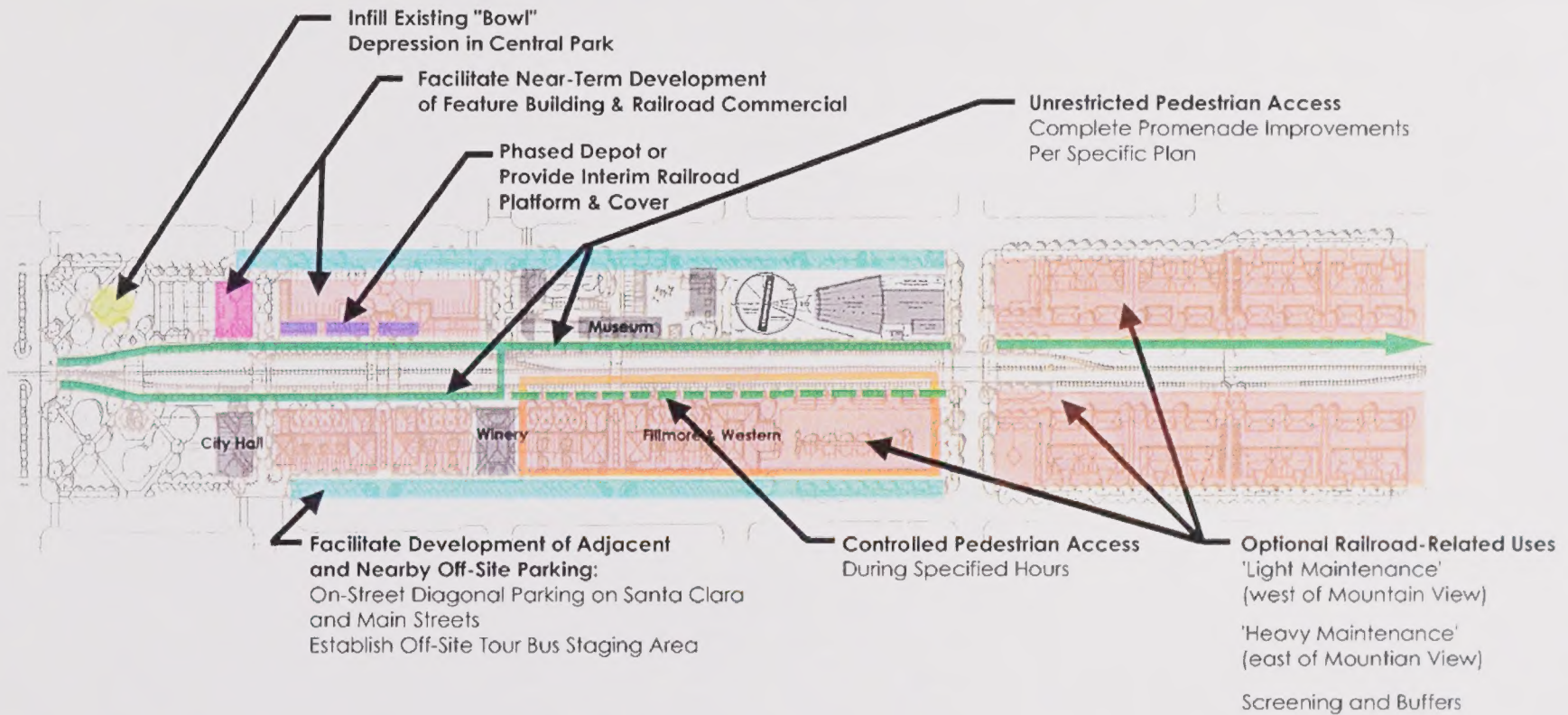
above, apply even if the option to increase railroad service is not pursued or is abandoned in the future. Development Policies numbered 10 through 17 above, do not apply if the option to

increase railroad service is not pursued or is abandoned in the future.



SCREEN WALL EXAMPLE AT CORNER OF
MOUNTAIN VIEW AND SANTA CLARA
"VERY LIMITED VIEWING"

FIGURE 11.9



Phased Improvements to the Railroad Property

City of Fillmore

Downtown Specific Plan Update

Mainstreet Architects & Planners, Inc.
with Stephanie Diaz, Land Use Planner

December, 1999
revised July 2001

Figure 11.10



III. SPECIFIC PLAN - REVISED GROWTH POTENTIAL

The remaining Railroad Property build-out under the 1994 Specific Plan is 60,900 square feet including the following uses:

Residential Build-Out:

Assuming that mostly vacant and underdeveloped CBD properties would redevelop with increased residential density, an estimation was made of approximately 3 acres available for new residential or mixed use projects. With a density allowance of up to 50 units per acre, a maximum of approximately 150 units could be built in the CBD. If a number of other developed commercial properties in the CBD are assumed to redevelop under the 50 unit per acre standard, the build-out could potentially double to 300 units.

Building Uses	Square Feet
Grand Railroad Station with restaurant	12,000 s.f.
Central Park Feature Building	12,000 s.f.
Hotel/Bed and Breakfast Use	6,500 s.f.
Retail, Restaurants, Offices and Performing Arts Theater	52,000 s.f.
Total	60,900 s.f.

Commercial Build-Out:

The CBD commercial build-out under the 1994 Specific Plan assumed that all new development would have a height restriction of two stories. The new development policy in this Specific Plan Amendment that allows three story structures on key sites and for key uses may provide a larger commercial growth potential. A total of 24 properties were analyzed for development or redevelopment with an additional story for commercial use. A total of 124,564 square feet of additional commercial build-out, above that allowed in the 1994 Specific Plan, could occur on key corner or mid block lots in the CBD.

If the option to develop railroad-related uses is pursued on the central portion of the Railroad Property (from City Hall to Mountain View Street), the type of commercial development would be changed but the amount of commercial structures would not necessarily change. The hotel and some of the specialty retail development would be replaced with train support uses such as commercial kitchen, administrative office, engine house and movie prop storage. However, the total build-out potential would remain at approximately 60,900 square feet.

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